

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Southern FLORIST and NURSEYMAN

A.B.C. DWARF PETUNIA CALIFORNIA GIANTS

The Ideal Pot Plant

A.B.C. Private Stock. This strain is noted for its uniformly dwarf habit of growth and high percentage of large attractive flowers. Wide range of colors. Also available in dark shades at the same price.
 1/2 tr. pkt., 75¢; tr. pkt., \$1.25; 1/64 oz., \$2.25; 1/32 oz., \$4.00; 1/16 oz., \$7.00; 1/8 oz., \$13.00.
Eriksson's Dwarf Giants. Originator's greenhouse seed of this popular strain. Light shades mixed, dark shades mixed, or all-color mixture. Please specify.
 Tr. pkt. (1000 seeds), \$1.25; 1/32 oz., \$4.00; 1/16 oz., \$8.00; 1/8 oz., \$15.00; 1/4 oz., \$28.00.

Write for Complete List of Petunias

AMERICAN BULB CO.

1335 W. Randolph Street
31 W. 27th Street

CHICAGO, ILL.
NEW YORK

IN A HURRY?

With pleasure we can again say that "All orders sent us are back in the mail the day received." Also, of the 1600 varieties we carry and catalog, comparatively few are not available. This week our Ball Matricaria seed came in from California. A few items are still due that should have been received in November. Our 125,000 square feet of glass is as full as it can be with Ball Stocks, Forcing Snaps, Obconica, Malacoides, Chinese, and hardy Veris Primula, Cinerarias, and Calceolarias,—all exclusively for your seed supply. And they have never looked better.

GEO. J. BALL

STOCKS

Improved Giant Bismarck

Buttercup. Deep golden yellow.
Chamois. Dark Blue. **Elk's Pride.** Royal purple. **Fresh.** Delicate pink. **Fiery Blood-Red.** Lavender. **Lilac.** Rose. **Shasta.** Vigorous, glistening white.
 Each of the above: 1/8 oz., 60¢; 1/4 oz., \$1.00; trade pkt., 35¢; oz., \$3.00.
Giant Bismarck, Mixed. All colors: 1/4 oz., 60¢; trade pkt., 25¢; oz., \$2.20.

CANDYTUFT

Giant Hyacinth-Flowered. Select, Pure White. This is a superior strain; it grows about 1 1/2 feet high, with enormous trusses of blooms. 4 oz., \$2.25; pound, \$7.50; trade pkt., 20¢; oz., 75¢.

VAUGHAN'S SEED STORE, Inc.

47 Barclay Street
New York, N. Y.

601 W. Jackson Blvd.
Chicago, Ill.

Acacia

Iris

Callas

AND

Choice "KOOL KIST" Flowers

CONSOLIDATED

FRANKLIN J. RUEDEL, MANAGER

715 Wall St.

LOS ANGELES

MET. STA. P. O. BOX 6224

BEGONIAS

Tuberous Rooted

DOUBLE OR SINGLE

APRICOT
ORANGE
YELLOW

PINK
SALMON
WHITE

RED
SCARLET
Superfine Mixed

| | per 100 | per 1000 |
|-------------|---------|----------|
| 1 1/4-1 1/2 | 7.50 | 70.00 |
| 1 1/2-2 | 11.00 | 100.00 |
| 2-Up | 14.00 | 130.00 |

A. Rynveld Company

The Leading Bulb House in the West
938-940 Howard St. SAN FRANCISCO, CAL.

TO=NA=CIDE

Patent No. 1941055

FOR GREENHOUSE OR GARDEN, For ROSES, CAR-NATIONS, SNAPDRAGONS, ETC. FOR GARDEN GLADIOLUS, ETC.

Best Insecticide to Kill Thrips and other Insects in the Soil. Use now. Write for particulars.

25 pounds \$4.00 50 pounds \$7.00
 100 pounds \$13.00

F.O.B. New York, Chicago or Houston

ROMAN J. IRWIN

38 West 27th St.

NEW YORK, N. Y.

WE ARE EAGER TO SERVE YOU

And we'll go sles lengths to help you get just what you need. See our jobbers or write us direct. Cards, envelopes, stationery, labels, tags of the finest quality.

THE JOHN  HENRY CO.

Enclosure Cards Envelopes Tags Stationery Labels

LANSING • P. O. BOX 165 • MICHIGAN

DON'T BE CAUGHT HOLDING THE EMPTY BAG

Prepare now for future sales. Prepare for a post war boom. Be in a position to care for an unprecedented demand for your stock. But—when you plant, use quality liners to assure yourself the best in finished material. See our classified advertisement for varieties available. Write us for particulars.

VERHALEN NURSERY COMPANY
SCOTTSVILLE, TEXAS

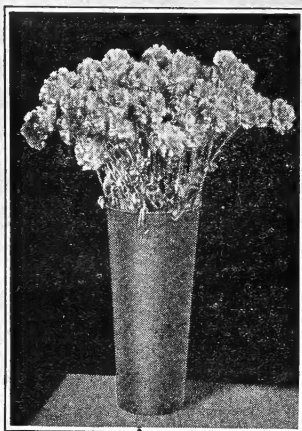
MARCH 12

1943

VOLUME LIV, No. 24



THE DENVER WHOLESALE FLORISTS CO.



**MILE HIGH QUALITY—
SERVICE**

**SEAL-A-SEME
METHOD**

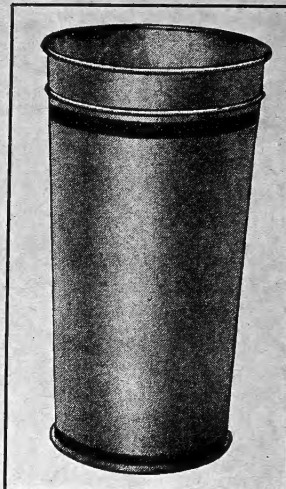
Please note what follows:

Every Retail Florist and every Greenhouse in the country will need Seal-a-Seme for the duration.

We have tested it ourselves and it does seal a seam completely, making it waterproof. New metal flower vases not being available, this material will make your old vases as good as new again. It will also repair vases made of papier mache or other substances.

As we have proved in our own Cut Flower Department, it makes a perfect job, and it is something that everyone should have on hand at all times.

1 lb. cans, each \$.75
8 lb. cans, each 5.20



Repair it with Seal-A-Seme

Colorado's Finest

**Our Service Positively
NE PLUS ULTRA**

Carnations

Long Grade, per 100 \$10.00
Medium Grade, per 100 8.00

ROSES

Per 100 \$6.00 to \$18.00

JONQUILS—Greenhouse-grown, per dozen \$1.00

JONQUILS—Outdoor-grown, per 100 4.00

DARWIN TULIPS—Per dozen 1.50 to 2.00

IRISES—Per dozen 1.25, 1.50, 1.75

GARDENIAS—Packed in units of 6 and 12—

Small, per dozen 1.50 to 2.00

Medium, per dozen 2.25 to 2.50

Large, Semi-tailored, per dozen 3.00 to 3.50

Specials, semi-tailored, per dozen 4.00

BIRD OF PARADISE—Each 50¢ and 75¢

ORCHIDS—Cattleyas (no white)—

Each 1.50 to 2.50

(extra specials billed accordingly)

FREESIAs—Per 100 4.00, 6.00, 8.00

SNAPDRAGONS—Per dozen50 to 1.25

Fancy, per dozen 1.50 to 3.50

SWEETPEAS—Per 100 1.25 to 2.00

VIOLETS—Double or Single

Per 100 1.00 and 1.50

The \$1.50 per 100 Violets, in lots of 1000 10.00

(500 at the 1000 rate)

PUSSY WILLOW—Per 100 2.00 to 6.00

CALLAS—Per dozen 2.00, 3.00

CALENDULAS—Per 100 4.00 to 6.00

ACACIA—Per bunch 1.25

CEDAR SPRAYS—Per 3-lb. bunch65

BRAKE FERNS—

Per bunch of approximately 2535

Three bunches 1.00

SPRUCE SPRAYS—One 50-lb. bale 2.40

Two 50-lb. bales 4.75

PLUMOSUS SPRAYS—Per bunch60

HUCKLEBERRY—Per bunch60

SALAL—Per bunch75

ADIANTUM—Per bunch50

LEUCOTHOE LEAVES—Per bunch30

GALAX LEAVES—Brown only, per 10020

WESTERN FERN LEAVES—Per 10075

per bunch40

GYPSOPHILA

NATURAL—Per bunch65

10 Bunches, each60

(Plus a box charge of 30¢ on 10 bunches
and 50¢ on 25 bunches)

COLORED—Per bunch90

ALSO ALL OTHER CUT FLOWERS AND GREENS IN SEASON

Shipping orders should reach us at least three hours before train time to assure proper handling. Please send your orders early.
EXCLUSIVELY WHOLESALE.—Open weekdays from 8:00 A. M. until 6:00 P. M. Closed all day Sundays.

(PRICES SUBJECT TO CHANGE WITHOUT NOTICE)

Whenever you need cut flowers, greens, plants or supplies — THINK

THE DENVER WHOLESALE FLORISTS CO.

California St., 14th to 15th

DENVER, COLO.

Phone TAbor 5226

Largest Dealer in Cut Flowers, Plants and Supplies in the Rocky Mountain Territory

Mrs. Christopher Columbus Discovers Key West

KEY WEST has long been the Mecca of ardent fishermen, but until the building, first of Flagler's Florida East Coast railroad, and later of the Overseas highway, it was so difficult of access to the average traveler that its light was truly hidden under a bushel. Even the railroad failed to immediately fulfill Flagler's dream of development, for the victims of prohibition saw it only as the doorway to Havana's wide-open alcoholic heaven, and few tarried long enough to discover for themselves the unique quiet charm of the little island. Little was realized of its colorful background, to which pirates, wreckers, Cuban refugees, seafaring men from all nations, etc., etc., have contributed both historical and horticultural atmosphere.

But the completion of the Overseas highway, built on the wreckage of the railroad, has changed the picture, and the world is beginning to realize the many-sided appeal of our southernmost city.

Picture Changed by Overseas Highway

Particularly is this so in regard to plant lovers and gardeners. While artists, writers, naturalists, climate-seekers, and fishermen find their special interests fully satisfied, it is the amateur horticulturist who receives a genuine thrill at discovering for him or herself the tropical flora that is met on every side, and whose presence so close to home has never, curiously enough, been heralded even in the land of high-powered advertising which is Florida.

The traveller entering Key West from the highway, along the modern palm-bordered Roosevelt boulevard (modelled on Havana's famous Malecon) is not prepared for the contrast between the low-growing vegetation of the key and the great tropical trees lining the streets of the old part of the town. Mangroves, sea grapes, beach plums, opopanax, etc., with dwarfer flowering plants and beach vines which have held the scene for 158 miles, give way to a profusion of tropical growth whose size and development bespeak its long presence, yet of whose existence no previous hint has been received. And the question naturally arises, "Why the silence?" Certainly few realize that Key West is the oldest settlement in southern Florida, and its streets were lined with established tropical trees, its homes and gardens adorned with shrubs, vines and plants of unparalleled beauty and luxuriant growth before Miami was thought of. It long antedates Coconut Grove,

By **VIOLET NILES WALKER**

In The National Horticultural Magazine

where Dr. Fairchild established the nucleus of the U. S. Plant Introduction Garden around 1898.

Key West has belonged to the United States for only 120 years, and economically has undergone almost unequalled vicissitudes. Long before Flagler built his cherished Florida-East-Coast-to-Cuba railroad, when communication with the mainland was only by slow water transportation, the Island City achieved a prosperity that made it at the time the richest city per capita in the United States, until a wave of sudden, overwhelming cataclysms completely reversed the picture.

Looking at it geographically, as we know, it is a tiny bit of coral rock lying at the tip end of the string of little coral islets which extend 120 miles southwest from the Florida mainland into the sub-tropics. It is about 5 degrees north of the Tropic of Cancer. The straits of Florida and Gulf stream on the east, and the Gulf of Mexico on the west exert a greater climatic influence than its actual latitude would indicate. Frost never occurs, and vegetation from the tropics flourishes side by side with the sub-tropical flora of the keys and the rich Everglades.

Period of Spanish Control

We are told that southern Florida and the keys were the last portion of the continent to emerge from the ocean, and it is interesting to note the gradual diminution of the soil deposit, none too deep for all of its richness, even on the Florida mainland; for at Key West there is an average layer of barely 12 inches of earth. Moreover, any water is brackish. Pure water from boring wells has never been obtained on the island, and the conservation of rainwater assumes the same importance for human life and vegetation that it does in the West Indies generally.

The Spanish discovery and domination of the West Indies and the southern end of the American continent naturally included the long string of islets now known as the Florida Keys. These were long uninhabited except for wandering tribes of Indians.

From the time of their discovery in the XVIIth century up to the early part of the XIXth, the Florida Keys had not been objects of colonization, chiefly because early in their

history they had become the stronghold of pirates, who, for over 200 years were the terror of the Spanish Main. The numerous bays among the islands offered safe hiding-places from which to sally forth, and the intricate and dangerous channels afforded strong protection from the arm of the law. This, incidentally, was none too long, as the pirates paid tribute to the Spanish crown, and enjoyed a care-free immunity in the successful pursuit of their trade. . . .

With the terror of piracy removed, the little island immediately became the objective of a heterogeneous mixture of settlers from all over the world, and the town, laid out in 1829, grew rapidly and prospered phenomenally. The early lucrative wrecking business laid the foundations for greater wealth, and this was followed by the building up of a flourishing trade in sponges, fish, turtles, salt, tropical fruit (especially the canning of pineapples), to which was added the manufacture of cigars when political refugees from Cuba brought their factories from Havana; and an era of unparalleled prosperity ensued.

With the realization of Flagler's dream of the railroad came added prosperity, and it looked as though the fortunes of Key West were on a fabulous up and up. But suddenly the tide turned. . . . Since then Key West has lived on Government aid, and though a small group of representative citizens are struggling manfully to help the city help itself, many of the projects planned before present war conditions must be delayed to the future.

An Architectural Mixture

Architecturally, Key West is a mixture of types. The earlier homes follow the beautifully simple lines found in the Bahamas or Cuba, with sloping roofs, galleried second stories, high ceilings, solid shuttered windows. Many have outside stairs to the second story. The Victorian era left its mark with many more pretentious houses, while the modern trend is toward low, spreading types. The array of small, and for the most part unpainted, wooden homes of the Cuban, Mestizo and colored population, are built back from the street, and follow an almost uniform pattern, each with its little front yard generally a tangle of tropical plants.

The architecture is soon forgotten in the bewildering variety of shrubs, vines and plants, and soon one realizes the value of the soft grey tones as a background for the gorgeous tropical vegetation, and the

brilliance of the tropical skies. Small wonder that Key West attracts artists from all over the country.

The first stroll among the little narrow crooked streets and by-lanes with their sudden blind ends, is a thrilling voyage of discovery to the visiting stranger of horticultural bent. Here and there, amid the profusion of tropical growth, almost fantastically unreal, familiar friends can be recognized as greenhouse subjects or as summer annuals in northern latitudes, or a plant may be identified from some remembered past study or picture. But for the most part it is all bewilderingly new, and small satisfaction is gained by inquiries among the Cuban or Mestizo residents, who can furnish numerous pet names, but none that offer any dependable clew to the family name of the subject.

Vacant Lots a Riot of Color

As one passes a vacant corner lot, a flash of brilliant cobalt blue catches the eye; closer inspection shows the entire lot covered with a tumbling mass of vines bearing that most glorious blue of any flower—*Clitoria ternatea*, native to the Molucca Islands, occasionally grown in our gardens as an annual. To the Cuban it is "the blue pea." Fences are smothered in the spectacular *Senecio scandens*, from China, with its masses of brilliant orange bloom, and known only as "Mexican love vine." "Heart flower" is variously applied to several plants, but notably to *Antigonon leptopus* (*Rosa de montana* or *corallita*), which runs riot even in vacant lots. "Spider plant," "orchid tree," "slipper plant," "cigar plant," "tulip tree," etc., etc., give no hint as to their family pedigree, and when the Cuban imagination gives out it is "some wild flower" or, more expressive still, "just a flower."

Wild flowers share the same oblivion. Wandering over the sands of the abandoned salt flats, or around the old brick Civil War fort, East Martello Towers, a glossy-leaved evergreen vine bears stunning wide-open cups of fine purplish-violet; along the roadside is found a slender glaucous-leaved plant, about 8 inches high, with fringed blue-purple flowers closely resembling our fringed gentians; and a tall shrub with evergreen foliage is smothered in clusters of tiny brown fluffy balls, intensely fragrant . . . none of these known, apparently, to anyone.

It must be borne in mind that the casual visitor, however flower-minded, is not always a botanist, and therefore the search for information must be directed somewhere . . . but where? A small survey of existing plant material, made in 1933 can be unearthed from the Chamber of Commerce, if the visitor has

the bright idea of applying there. As far as it goes, this is helpful, for it gives the locations where the plants can be found; but it mentions an amazingly small percent of the tropical vegetation so evidently long established, that can be run down by even the rankest amateur in a short sojourn.

Poinsettias Supply a Thrill

Poinsettias furnish the first thrill. Accustomed as we are to the 2-3-foot potted Christmas specimens, the hundreds of great shrubs from 10 to 15 feet tall (as high as some of the little houses), literally smothered in the brilliant scarlet "flowers," are eye-opening; and when the glistening purity of a white variety is stumbled on in a tiny front yard, or a peep into a back garden discovers an indescribably lovely creamy-pink tone, that visitor "is off" for all time. And what a field for adventuring! For, unlike the combed and brushed aspect of Miami, where every exotic plant is named, nursed with care and kept within bounds on the sophisticated estates, in Key West the rarest tropical plants have escaped from their original homes and without respect to rank or person run riot in the

poorest little yard, or even waste places. A street lot, left untouched for any length of time, becomes a tangle of native and exotic material . . . *Crinum*s, *sansevierias*, *thunbergias*, *bougainvilleas*, *hibiscus*, *opopanax*, *poincianas*, etc., etc. Seedlings of what to us are rare flowers can be pulled up along the neglected sidewalks.

As one becomes familiar with the physical conditions, i.e., the lack of fresh water and the shallowness of the soil, wonder grows at the enormous development of the street trees, so obviously of foreign origin, together with the huge boles of flowering vines which also bespeak their long establishment. The answer given these two questions seems to be, first the ease with which the depth of soil can be increased, since the richest compost can be made from decayed vegetation and rotted fish in an incredibly short time. And second, trees that cannot stand the brackish water do not flourish. Few are found having taproots. Added to this, it is said that the roots of the trees penetrate the soft coral rock by means of an acidity which they develop, which disintegrates

(Continued on page 13)

The Parade Passes My Door

By MRS. FLORENCE M. SULLIVAN

Quality Flower Shop, Okmulgee, Oklahoma

I haven't too much patience with the fellow who is so farsighted that he thinks **only** of the peace which is to follow this war. The war comes first, then the peace. But there are many things that will come with that peace which will not be easy to face, and it might be well to prepare ourselves for them.

I am like the old negro woman who was talking about the boys and girls who were going away. "I am in the B class," she said, "I will be here when they go and be here when they come back." If I am living I expect to be here when they come back, but wonder if very many of them will want to come back to stay in the old home town.

"DISILLUSION"

Since the beginning of time it has meant disillusion to return to the place of your birth after a prolonged absence. The buildings seem dwarfed, the people have changed (and seldom for the better), nothing seems to be in its right place.

I have already heard it from boys who are home on leave. "My gosh," they say, "why, I could walk down the street and call everybody I met by name, and now I can't find a doggone fellow I know."

A MAN

Yesterday I was talking to a woman whose 18-year-old son had just gone to the Navy. She said, with greater understanding than I gave her credit for having—"I felt so sorry for his Dad, telling him that he must take advantage of every educational opportunity and plan to go back to school when he returns. I knew that it was really good-bye. If he gets out of this whole and sound we still have lost him. He will come back a man and make his own decisions."

WAR

They say that a war leaves no one untouched, and I believe that. Situated as we are here in Oklahoma, we have scarcely felt an inconvenience from the war in a physical sense, but our heart-strings are constantly being pulled.

The letters that I get from the boys and girls who are away are filled with expressions such as this: "When I get back home to stay," "There is no place like Okmulgee," and many others like that, but I wouldn't want to be the one to count noses when they get a chance to come back. Let's face it,

Macartney Is China's Gift to Gulf States

SOUTHERN "WILD" ROSE

Of Value for Planting; Mother of Mermaid

By H. HAROLD HUME

Gainesville, Florida
In American Rose Annual

This appears in the Annual under the title "The Macartney Rose (*Rosa bracteata*). A note by the Rose Annual's editor reads in part:

"Three roses one sees in the South, not always respectfully treated, are the Cherokee (*Rosa laevigata*), the Banksia (*R. banksiae*), and the Macartney, the latter by no means as frequently seen as the other two, but recently made very important because of the hybrid obtained by that real rose wizard, Paul, in 1918, between *Bracteata* and a double yellow Tea rose which resulted in the lovely Mermaid.

"To be fair to these three Asian roses, that have escaped in the southern part of the United States, is our duty, and it is therefore with pleasure we present the following paper by a capable botanist, rose-lover and critic."

FROM CHINA and adjacent areas has come a number of species of roses. Some of these, as *Rosa hugonis*, *R. laevigata* (the Cherokee rose) and *R. banksiae* (the Banksia or Lady Banks rose), are highly prized unmodified wild forms with distinct value for garden planting, while others less valuable as garden shrubs have had a profound influence in the development of modern roses through hybridization. Were such wild forms as have just been mentioned, and all those varieties the lineages of which trace back to Chinese rose parentage, removed from rose plantings, many rose-gardens would be stripped of everything they contain. Realization of this fact emphasizes the great part the roses of China have had in present-day values of garden and greenhouse roses.

There is great similarity between the vegetation of eastern Asia and eastern North America, and, generally speaking, plants from the former area are adapted to the latter. This is evidenced in the case of the Cherokee rose (*R. laevigata*) which in parts of the South has become naturalized. In fact, it has been regarded by some people as a native. *R. bracteata* has likewise become a wilding, though at the same time it has definite garden values.

When the Macartney rose first came to America is unknown to the writer. Even the date of its first

introduction into England, where roses even from an early date have received so much attention, is uncertain. Bailey gives the date as 1793, Pemberton 1765 and Nicholson 1795. The date 1795 is probably correct. It was brought from China by Lord Macartney, at one time ambassador to the Chinese.

In some parts of the South the Macartney rose has become a nuisance, an interesting example of what a plant that behaves itself correctly in one environment may do when turned loose under another set of conditions. In some places it has taken possession of pasture lands and its extermination is a real and costly undertaking. Seeds are distributed by birds and cattle, and pastures that once provided grasses and other plants for grazing are taken over by a spiny, forbidding plant that has no value for pasture, though it may be remarked, incidentally, that as bird-cover it is unsurpassed.

For hedges and ground-covers, *R. bracteata* has definite values. It stands shearing well. There is renewal from time to time from underground stems and shoots. Its glossy dark green leaves and white flowers make it an attractive plant. It has value in the prevention of erosion on highway and railroad cuts

and embankments. It must be kept in mind, however, that it needs attention to keep it within bounds. Propagation is by cuttings or by separation of plants arising from the underground stems.

It is defined as a shrub, making a stout, tumbled mass, spreading from underground stems, reaching a height of 10 feet or more, with curved, half-climbing tomentose branches 5 to 10 feet or more in length, armed with stout, flattened, curved prickles, usually in pairs adjoining the nodes or singly between them; leaves 1½ to 4 inches long by 1½ to 2½ inches wide, composed of 5 to 11 (usually 7 to 9) oval bright green leaflets with rounded mucronate apices, rounded bases and inconspicuously serrated margins; flowers single, white, 2½ to 3½ inches in diameter, produced singly to as many as six, opening over a period of several days at the tips of the short prickly shoots arising from canes of the previous season's growth; the petals notched, opening flat; hips dry, light brown, globose, tomentose, ¾ to 1¼ inches in diameter; calyx persistent, with brittle, brown, reflexed sepals; seeds few; season June and July in the South.

At least two varieties of roses have been derived from *R. bracteata*. These as described by Paul are:

Alba simplex (Grandiflora). Flowers white, large and single; form cupped; free bloomer when trained against wall. Very showy.

Maria Leonida. Flowers white, center rosy, and sometimes creamy; large and full; form, cupped. Growth vigorous.

FTD Directors Wrestle With Wartime Problems

Otto Lang of Dallas brings from the winter meeting of the FTD Association's board of directors a glimpse of the effects of gas rationing, coupled with a warning in regard to cooperation with the war effort; a word about a new minimum for FTD orders; and efforts made to cope with the problem of clearing the greatly increased volume of soldier orders from overseas. Mr. Lang writes:

"When you make a trip you should be able to tell a story. Having just returned from the FTD board meeting, and there heard stories from San Francisco to Boston, from Miami, Fla., or Texas to Canada, you learn the various problems the war has brought on. In the East an A-gas coupon was reduced first from 4 to 3 gallons and now to 2 gallons, or enough to back your car out and then pull back into the garage. Pooling by the florists is seriously re-

quested, and if not done will be demanded very shortly, for the gas and rubber situation is declared serious.

"Also, the minimum FTD order to be cleared through the clearing house is now set at \$2.50, effective April 1.

"The heavy soldier orders from England have caused our clearing house a great shortage on cash to clear monthly over \$1,000,000 and to offset a shortage of \$118,000 due us by these foreign countries.

"Where cash cannot be promptly remitted the clearing house has proposed a plan, and will notify all its members of this plan to raise our working capital some \$600,000.

"A new committee with full powers to act was appointed, from the FTDA and members of the SAF & OH, to look after the interest of all florists. A sum not to exceed \$10,000 was agreed to by our board.

"I may say this branch of the floral industry is working hard, sparing no time or money, having offered our services, cooperation, pooling of cars, planting of vegetables in greenhouses, assisting the public to plant Victory gardens, to foster

sales of bonds and savings stamps. It was brought out that many are riding on the gravy train. To those I would say, please don't expect the others to do the job; plan now and do constructive, essential work, before the Government makes you do things you did not expect."

Treatment of Corms Advised Before Planting FOR GLADIOLUS ROT, SCAB Is Preventative of Fusarium Infection

By D. B. CREAGER

Illinois Natural History Survey

FUSARIUM rots and bacterial scab are among the most destructive diseases of gladiolus. There is no easy way to control them completely, but much can be done to reduce their destructiveness.

Fusarium rots and bacterial scab reduce flower production. Not only do these diseases destroy bulbs and reduce bulb yields, but they can greatly affect flower production as well. As high as 50 to 75% reduction in flower yield may result from fusarium rots; in fact, one of the fusarium rots can be so severe in Picardy, the florists' leading variety, that an original quantity of infested bulbs can be almost completely eliminated within two years if nothing is done to control the disease. In general, bacterial scab is not so destructive as the fusarium diseases, but during favorable seasons for infection flower production in some varieties can be reduced more than 50%. All of these diseases are serious enough to warrant the attention of all florists growing glads, whether they carry along their own planting stock or buy a new supply of bulbs each year.

Chemical treatment of bulbs is recommended. Based on the results of three years' experiments, in which a number of chemical compounds have been tested, we recommend the use of cresol solution compound (USP XI) as a general treatment for gladiolus bulbs just before planting. In preparing bulbs for this treatment, carefully examine and discard all of those showing symptoms of fusarium rots. The cresol treatment will not cure diseased bulbs; it merely serves the important function of removing surface contaminations so that the plants will not become infected after the bulbs are planted.

Corm Treatment Before Planting

For treating bulbs in this preparation, use 1 pint of cresol solu-

tion compound (USP XI) to 25 gallons of water. Smaller quantities of the same strength solution can be prepared by using one teaspoonful of the compound to each quart of water. This can be used in any type of container that will hold water; unlike corrosive sublimate, it will not corrode metal. Soak the bulbs in the solution for six hours **just before planting**. Any number of bulbs can be treated at one time, just so that all are covered with the solution. Cotton-net onion bags, or burlap bags are convenient for handling different lots of bulbs for the treatment.

We have no experimental records to indicate how many lots of bulbs can be treated in one preparation of cresol solution. It might be that the solution would remain effective when used over and over, but to be on the safe side we recommend that after treating not more than three lots the solution be discarded.

The bulbs should be planted on the same day as treated, allowing a half-hour or a little longer for draining after they are removed from the solution. In case of rain or any other circumstance preventing their being planted the same day, soak the bulbs in one or two changes of water and spread out thinly to dry, being as careful as possible not to recontaminate the bulbs. For example, do not put them back into used trays. The treated bulbs should be planted as soon as possible thereafter. Mainly because of the possibility of reinfestation between the time of treating and planting, this postponement of planting is not to be recommended except in cases of emergency. To expect best results, plant the bulbs while still **wet** on the same day as treated.

In our tests cresol solution compound (USP XI) proved to be superior to corrosive sublimate as a general bulb treatment. The more or less "standard" corrosive sublimate treatment, which consists of soaking the bulbs for 12 hours in

a solution of 1 ounce of mercuric chloride to 7½ gallons of water, often causes such severe injury that the ill effects outweigh the benefits. Corrosive sublimate delays blooming for a week or longer in many varieties, interferes with bulb and bulblet production in some, and in all varieties tested, reduces the yield of bulbs grown from bulblets. Cresol solution compound causes none of these ill effects and at the same time gives much better control of fusarium rots. In regard to scab control, cresol solution compound is not as effective as corrosive sublimate, although reduction in severity is effected.

Cresol Solution Similar to Lysol

According to chemists and druggists, cresol solution compound (USP XI) and the proprietary compound bearing the trade name of "Lysol" are quite similar or the same in chemical composition. In our experiments thus far, we have used the cresol solution instead of Lysol mainly because it is less expensive for growers to buy. However, this year the two preparations will be compared in field tests. Some commercial growers have used Lysol at the same rate as we have recommended for the use of cresol solution compound and have reported good results.

According to Dr. Albert Hartzell of the Boyce Thompson Institute for Plant Research, Lysol used at the rate we recommend for the use of cresol solution compound (USP XI) gives 100% kill of gladiolus thrips when the bulbs are soaked for one hour. Since the chemical composition of Lysol is similar to that of cresol solution compound (USP XI), our cresol solution treatment should be an effective preplanting treatment for thrips as well as for disease control.

Cresol solution compound (USP XI), as well as Lysol, can be obtained from most drug stores in quantities sufficient to supply the needs of most florists. In asking for cresol solution compound, be sure to specify the USP XI (United States Pharmacopoeia, Volume XI) formula, since all cresol solution compounds are not the same in chemical composition.

Always plant treated bulbs in clean soil. Gladiolus should not be planted year after year in the same soil. After soil has become contaminated with fusarium rot, fungi and other gladiolus-disease-producing organisms, healthy bulbs planted there will become diseased. A crop rotation should be worked out so that gladiolus are not planted in the same plot or field oftener than once every four years.

—V—

Have you joined the Red Cross?

Start Is Made on Formation of Delivery Pools FIVE TYPES ARE FAVORED

FTD Field Men Are Busy in Various Towns

By JEAN NASH

In F.T.D. News

Formation of delivery pools by florists seems to be making headway. Readers will recall that the SF reported the recent action of the FTD Association, when it called in its five field men and put them on the job of assisting members (and incidentally non-members) in the formation of workable plans by which rubber and equipment would be saved. Below we are reprinting from the March F.T.D. News its review of accomplishments to date. In the West Coast department of last issue, our Los Angeles correspondent told of activity in that area, dropping incidentally the statement that 33 pools are now operating in the Los Angeles district.

RESULTS of a month's effort on the part of FTD field men are being felt now in the increasing numbers of cooperative delivery pools which are being organized every week by FTD florists.

From every section of the country, reports are coming in to FTD headquarters in Detroit, reports that bespeak the fine spirit which many FTD members are showing in their willingness to pool their deliveries with those of their fellow members and other florists in their communities.

Co-ops Vary

The type of pools which are being formed vary as much as the personalities of the various flower shops in the organization and the nature of the communities which they serve. As to size, they range from corporation pools to which large numbers of florists belong in our big metropolitan centers to informal agreements between two shops in small villages. Although complete details have not yet been made available, in the city of Chicago it is reported that following a meeting last month, between 25 and 30 groups of varying size were in the process of organization. Just for contrast, out in Boone, Iowa, Bernie's Flower Shop reports that it is now pooling deliveries with a bakery. The significant fact about this little co-op is the spirit of friendliness that it reflects between two retail merchants in a small community. Also, the florist reports, the plan is working out well. Another interesting story about a pool between a florist and other retailers comes from LaGrange, Ill., where

A. W. Blank, the Shangri-La Florist, states that he has been "sharing the ride" with a group of 15 grocers since last July 4. He reports that the system is both "convenient and profitable, and that three trucks now satisfactorily do the work formerly performed by 11 trucks. The pool has enabled the members to get along without three of their pieces of delivery equipment.

In the process of organizing pools a number of valuable ideas have been brought to light. For example, the cooperative ad has been used successfully by many groups of florists to explain the system to the public. One of the most recent examples of cooperative advertising of this nature was that used by the florists of Galesburg, Ill., when they organized their pool a short time ago. They bought space in the local newspaper for a series of four ads explaining their delivery pool and its methods of operation. Similar advertising was used by the florists of Rochester.

Favor Sunday Closing

Another important factor, one that has been incorporated into a rule by many of the pools, is that of the Sunday closing. In many cases, the subscribers to the pool have united in their stand on this subject with mutual profit in the result.

Still another feature of delivery pools is the use of delivery stamps on packages to eliminate bookkeeping.

A fourth significant development in the short history of the pooling delivery equipment is the resolution to come out of the Jan. 19 board meeting of the Florists' Publicity Association of Milwaukee. When they urged their members to form pools, they also asked each of them to report any violation of ODT regulations by other florists in the community. Here is the resolution:

RESOLVED: That members of the Milwaukee Florists' Publicity Association institute a campaign of policing by its members; that is, each member to report to our secretary, David M. Puerner, 811 Majestic building, violations of rules governing the use of trucks. Where the violation warrants, the secretary is instructed to present the names of such offenders to the Office of Defense Transportation for action as they see fit.

Here are the rules:

A. No special deliveries.

B. No use of trucks for personal affairs.

C. Mileage must be cut over 25% after the elimination of special deliveries and callbacks.

D. Not more than one delivery a day to any house or building, except funeral homes.

"Single orders," the Association told its members, "long crosstown runs for one or two orders must be stopped! On distant orders institute a program of transferring orders to a florist in the neighborhood. You won't lose any business.

"This rule of policing means that personal grievances against your neighbor florist are out for the duration. You must cooperate with him in pooling deliveries. We are fighting the Germans and Japs, not ourselves."

The Milwaukee florists' reply to their organization's request that they forget "business as usual" and bury their differences with their competitors resulted in the formation of 16 pools, each having from two to five members. These are still in the process of organization.

Five Kinds of Pools

There are five types of delivery pools in operation today among members of FTD in the United States. It is part of the field man's job when he goes into a community where pooling is still in the formative stages to discuss the matter with local florists and try to help them reach a decision as to which type of pool will best fill the specific needs of their locality.

Type 1. This is a simple cooperative pool, in which members take turns in making all deliveries for the group, rotating on either daily or weekly shifts. Pools of "Group 1" classification are now operating in Schenectady, N. Y.; Pittsfield, Mass.; Evanston, Galesburg, Knoxville and Monmouth, Ill.; Marlin, Texas; Bristol, Tenn., and Va.; Atlantic City and Elizabeth, N. J.; Lynchburg, Va., and Wheeling, W. Va.

Type 2. Cooperative delivery groups in this classification pool their equipment, but ownership is retained by the individual flower shops. Deliveries are handled by drivers hired and paid jointly by members. Among the towns where this type of pool is in operation are Little Silver and Trenton, N. J.

Type 3. This sort of pool works out best in large cities. A separate delivery organization, usually a corporation, is formed with a paid manager and drivers. Equipment is either sold or leased by the members to the corporation, or uniform equipment is purchased or leased by the corporation as required.

These corporation pools are now

(Continued on page 15)

SOUTHERN FLORIST *And Nurseryman*

Published Every Friday by
Southern Florist Publishing Co.
Phone 2-6377
FORT WORTH, TEXAS

Otto Lang President
O. J. Branch Vice-President
Aaron Smith Secretary-Treasurer
and General Manager
Mrs. Lois McLaughlin Assistant Manager
V. E. Martin Editor

Rates for Advertising Will Be Furnished
Upon Application

Entered as second-class matter March 17, 1920,
at the postoffice at Fort Worth, Texas, under
the Act of March 3, 1879.

SUBSCRIPTION
United States and Mexico, Per Year, \$2.00,
Canada, Per Year, \$3.00.
Europe and Other Foreign Countries,
Per Year, \$3.00.

Copy for advertisements to be inserted in issue
of current week must reach us by Monday.

IMPORTANT NOTICE

The Southern Florist and Nurseryman has no subscription solicitors. The trade is warned not to pay money to any person claiming to be our representative, unless such person is known to be regularly employed at the business or editorial office in Fort Worth, or to be a regular correspondent in one of the flower market cities. This notice does not, of course, apply to well known traveling representatives of florist supply houses who may offer to forward a subscription.

17,000 CHRISTMAS ORDERS FROM BOYS OVERSEAS

Having now brought together all the facts, the FTDA announces that in cooperation with the Army Exchange Service it handled more than 17,000 orders for Christmas flowers from soldiers overseas. Money reported was near \$76,000, or a gross of \$84,000. The orders averaged \$10 (a few more were called poin-

change Service, warmly congratulating and commending him on the highly satisfactory manner in which the many orders were handled. Mr. Besemer had gone to New York in advance, on invitation of the Army Exchange Service, in order to iron out any difficulties which might have interfered with the smooth functioning of the plan.

The whole idea, it is recognized by the Army, is an important instrument of morale, and the plan is being continued for other holidays, and for orders anytime. The Christmas posters, we are told, were used for Valentine, and special posters are planned for Easter and Mother's Day. There is to be a general one designed to solicit the everyday order.

ADVICE FOR FLORISTS WHO WANT SUNDAY CLOSING

A Fort Worth florist observed the other day that he is receiving inquiries from widely separated points as to how the Fort Worth florists managed to "put over" Sunday closing of their shops. He has to answer, "They didn't." That is approximately true. The credit goes to the grave diggers.

The cemetery employees don't like to work on Sunday, and in this period of labor shortage they can make their employers listen. Perhaps the employers are just as willing as the employees. At any rate, the cemeteries adopted the rule of no Sunday funerals. That having been done, it was comparatively easy for the florists, or the big majority of them,

to decide among themselves to close all day Sundays (except when a big holiday such as Easter falls on this day).

This florist recommends that under present conditions the most hopeful course of action is to induce the cemeteries to ban Sunday funerals. The rest should be easy.

—V—

Readers will recall the interesting article on "Grape Propagation and Rootstocks," by Uriel A. Randolph, which appeared on page 5 of last week's Southern Florist. The author's connection with the Texas Agricultural Experiment Station should have been more particularly located at the Fruit Investigations Laboratory, at Montague, Texas.

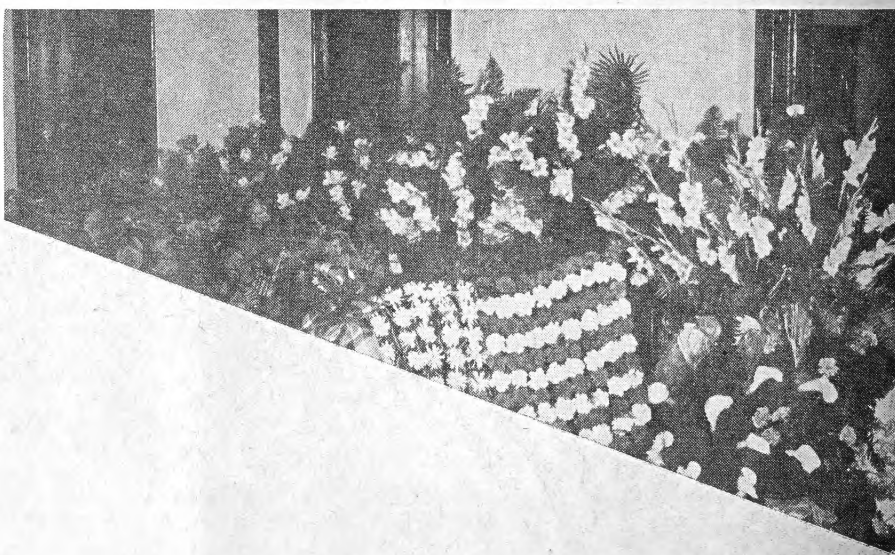
—V—

FLORAL U. S. FLAG ADMIRER

Community Went Out to See It

A floral U. S. flag which, when seen at a little distance, appeared to be waving, was the object of much admiration at a recent funeral in Commerce, Texas, and pride in it was expressed by B. P. Bickham, of B. P. Bickham the Florist, whose shop turned it out. He states it was the outstanding piece at the funeral, and most of the people of his little city not present at the funeral drove out later to the cemetery to see the flag.

The flag arrangement was purchased for his brother's funeral by Lt.-Com. Carl Estes, stationed at Philadelphia. The flag is 3x4½ ft. in size, and stands about 5 feet high. A spray is attached to the lower



part of the easel to balance the composition.

Flowers used included 109 carnations and one bunch of Garza mums. The field is of blue satin ribbon.

—V—

NIFTY VICTORY CORSAGE

Sponsored by TDS, Made by Burke

The Telegraph Delivery Service florists are actively supporting the United States Treasury Department through the sale of war stamps, an activity that is developing great ingenuity in creating novel "Victory corsages" that combine war stamps with flowers.

Among the several Victory corsages especially designed for TDS by TDS florist John Patrick Burke of Beverly Hills, Cal., is the "St. Patrick's Victory corsage."

Like all original creations designed by Mr. Burke, the corsage is simple in construction, and is made of materials available in any shop. For the base, he uses a 3-inch square of cardboard cut in the shape of a shamrock and covered with green



Actress Joan Leslie models St. Patrick's Day corsage by John Patrick Burke

pot-cover paper, fastened down with Scotch tape.

The method of attaching the 3 25-cent war stamps (this denomination being selected for its green color) is a bit different from that ordinarily suggested, for rather than wrapping the stamps in cellophane and attaching them by means of wire stems, Mr. Burke simply sticks the corners of the stamps directly on the shamrock leaves.

Two cypripediums (the green orchids) are wired and taped in the ordinary fashion, and fastened, one on top of the other as the illustration clearly shows, to the shamrock

base. A green satin bow is tucked in the break between the flowers and the shamrock, and the corsage is complete.

Miss Joan Leslie, Fred Astaire's new dancing partner in RKO Radio's "The Sky's the Limit," models the corsage in the accompanying illustration. It is agreed that most any colleen would welcome a similar corsage for celebrating the Irish saint's birthday.

—V—

LANG CONVERTS TO FOOD ON EXTENSIVE SCALE

Returned from the winter meeting of the FTD board of directors, Otto Lang appears to be more strongly impressed than ever with the necessity for florists to lend wholehearted assistance to the war effort—to go out of their accustomed way in order to do so. This is touched upon by him where, under another heading, he is quoted in regard to the directors' meeting.

He pencils another note to the SF, to give an idea of what he himself has decided to do in this regard:

"Many contacts with higher Government officials have caused me to turn my 41-acre pecan and fruit orchard largely into a chicken, hog and cow farm—planting crops to feed these and other animals, and peanuts for the Government.

"At my pleasure resort at Denton I purchased for a tenant 10 milch cows, 6 brood sows, and 500 laying hens at a cost of \$2050. Eight concrete cottages equipped with electric light, gas heaters, furniture and stoves have been converted into chicken houses, where we also expect to grow 1000 chicks for the market.

"In our greenhouses we will grow, before the season is over, tons of tomatoes, endive and Kentucky Wonder beans; outdoors, corn and sweet potatoes where we used to grow flowering stock (and some in weeds). I feel that this is only a small part for us to do, and we know many other florists and nurserymen can do likewise."

—V—

WEHRLIS' SON CABLES

Youth Likes Radio Job on Ship

Mrs. Louis Wehrli, of Wehrli's Flowers, Inc., Kilgore, Texas, sends notes about business and about her son in the Merchant Marine, who sent a cable.

"Business here is good now," she wrote on March 6. "The freeze ruined lots of our beautiful trees and lots of early gardens."

Concerning her son she states: "We had a cable and letter dated Feb. 7 from Lt. (jg) Norman DeWitt

Wehrli, our son, from Paquebot, South Africa, where he docked to refuel. He is chief radio operator on the SS Clark Mills, and only 18 years old. He likes it very much. Said the weather was cold; he was seeing some seals when he wrote."

—V—

SHOP'S BETTER LOCATION

Told by Mrs. Taylor, Russellville

Mrs. W. V. Taylor, of Taylor's Flowers, Russellville, Ark., informs the SF that she has moved her shop to a new and much better location at 209 West Main street. She finds that business has improved since the move, and Valentine was a record-breaker. She looks forward to a big Easter demand.

—V—

ST. PATRICK'S DAY CORSAGE

For Anne Rooney by Shaughnessys

Sure it's Tom and Beth Shaughnessy, of Shaughnessy Shop in Hollywood who would be makin' this clever St. Patrick's Day corsage for a pretty colleen like Anne Rooney at Universal Studios (with her is Donald O'Connor). It's three green and white cypripediums from Arma-



Shaughnessys created this St. Patrick's Day corsage for Actress Anne Rooney

cost & Royston's against a green chiffon shamrock and it's tied with a bit of white ribbon. Tom and Beth Shaughnessy took over Sue's Flower Shop—it's listed in SF Retail Directory, but the name is now changed to Shaughnessy Shop.

—V—

Word from Mrs. William A. Black, of Orange Floral Shop, Orange, Texas, is that her son William A. Black is serving with the Navy on the Atlantic. He has been in service ever since the Pearl Harbor tragedy.

—V—

Tired of giving? You don't know what it is to be tired. The Army needs your scrap metal now.



HOUSTON SALES OFFICE—A COMPLETE LINE OF ALL SEASONABLE FLOWERS AND SUPPLIES

PRODUCERS OF SOFLOCO QUALITY—ALL SEASONABLE

POTTED PLANTS, ROSES, GLADS, PLUMOSUS,
ASSORTED CUT FLOWERS

SOUTHERN FLORAL CO. HOUSTON, TEXAS

L.D. Phone 2144
P. O. Box 1313

WINTRY WEATHER REDUCES CUT FLOWER SUPPLY

DENVER, Colo. — Winter finally visited this area for an extended visit, as March was ushered in with snow and cold. Low mean temperatures prevailed throughout the week, and receipts consequently suffered materially. Carnations were distressingly short. Many growers were off crop, and the low temperatures contributed to a general deficiency. Splits, apparently resulting from the abrupt temperature change, were in greater proportion. Roses were in fair supply with some quarters reporting better inventories than others. The week's review showed the usual general short condition, however.

Sweetpea averages were maintained at a reasonable level despite the weather. Crops are standing heavy, and sunshine should bring on an excellent cut. Snapdragon receipts were substantial, but below requirements, again. Double stocks continued scarce.

Local jonquils, generally speaking, declined in receipts throughout the week. Oregon blooms were beginning to appear. They did not measure up to the quality of local stock, but many were used nevertheless. Irises were reported in quantities ranging from good to limited. Week-end totals showed a cleanup to a short condition in all quarters. Tulips were seldom adequate. Both local growers and shippers provided stock, and excellent prices were maintained on the close market. Freesias, in yellow and white were in average supply, and evidenced tailing-out conditions. Receipts were approximately right for the call.

Southern gladiolus shipments were heavier, and their quality was up.

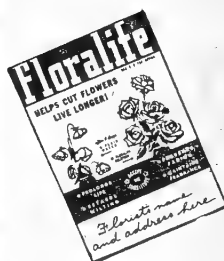
Let **FLORALIFE** help you

solve your hospital problem

FREE • FREE • FREE

TO EVERY RETAILER:

Beautiful Four-Color Poster, 12x17 inches; it will forestall any possible objections to sending flowers to hospitals and sickrooms.



Reg. U. S. Pat. Off.
366,178-2,230,931

SMALL COST

25 2-qt. packets \$1.25
100 2-qt. packets 5.00

IMPRINTED PACKETS

Bearing YOUR OWN 3-line imprint
500 imprinted, 2-qt. packets 5¢ each
1000 imprinted, 2-qt. packets 4¢ each
1000 imprinted, unfilled envelopes \$10.00
(Imprinted orders f.o.b. Chicago)

BIG RETURNS

BULK FLORALIFE

30-qt. size (\$1 retail seller) \$.60
100-qt. size (\$3 retail seller) 1.75
250-qt. drum (10 lbs. net) 4.00
500-qt. drum (20 lbs. net) 7.50
1000-qt. drum (40 lbs. net) 13.50
2000-qt. drum (80 lbs. net) 25.00
Prices in U. S. only

Distributor: **FLORALIFE**
1433 S. Wabash Ave. Chicago

Order From Your Wholesaler Today

Insist on Genuine FLORALIFE—Accept No Substitute

Substantial quantities were cleared to a short condition by the week-end. Calendulas were in average supply, and not up to earlier quality standards. Disposal was easy, nonetheless. Calla lilies varied from average to good supplies with cleanups everywhere reported. Pussy-willows recorded their usual steady call, and the trend was to a close condition. West Coast acacia was below usual quality standards, and movement was none too brisk.

California provided marguerite daisies, cornflowers, ranunculus and anemones in fair quantity. Response was average except on cornflowers, where a shortage prevailed. Local forget-me-nots moved listlessly.

Corsage items manifested the usual brisk movement prior to the Lenten season. Gardenia sales were heavy, especially in the choicer blooms. Local crops however were abundant in the smaller grades and occasioned some losses. Orchid shipments from the West Coast frequently arrived frozen, and a disturbing shortage of this item resulted. Local cymbidiums could be had in any desired quantities, and they often supplemented. Single and double violets were in excellent supply, and generally cleared on an exceptional demand. The sweetheart corsage roses were generally light. Camellias were reported heavy in some houses. Strelitzia, or bird-of-para-

CUT FLOWERS GREENS SUPPLIES

Phone Cathedral 7154



SAN ANTONIO WHOLESALE FLORIST

CHRIS DJERNIS, Owner

SAN ANTONIO, TEXAS

dise, a newcomer for the season, was listed, but was inactive.

Notes of the Craft

A. Alenius, manager of Crown Hill Florists' establishment, suffered two broken ribs when he slipped on the icy steps in front of his residence, Wednesday morning, Feb. 24. He has been confined to his home since that time.

The Davis brothers, Harry Harlow, Homer Pearson, Homer Hill, Robert Vogeler, L. D. Connelly, Henry Weiland, and Scott Wilmore, Wheatridge florists and nurserymen, form a cooperative advisory group to Victory gardeners in their area.

Dan Richardson, Davis Bros. employee, has taken a position with the Gardner-Denver Co., but will continue to work part time in the Davis Bros. shipping department.

Gretchen Dykstra, daughter of Frank Dykstra of the Denver Wholesale Florists Co., was sworn in the WAACs Saturday, Feb. 27, and will begin training soon.

Rosser Alston of the U. S. armed forces and formerly of Rockside Gardens at Stevenson, Ala., was in Denver a few hours last week, en route to an undisclosed base.

Ben Boldt, Jr., recently took the position of head carnation grower at C. F. Maler & Sons.

Leo Hollberg, Harold Crowley, Les Conway, Bill Lucking, and Bill Gunesch met with Paul Morrow of the Denver Vocational School to begin compilation of lessons to be taught to Victory garden classes in Denver soon. K.

FINDS CROPS LOOKING FINE

Tom Wolfe Spends Leave at Home

Tom J. Wolfe, now in Uncle Sam's military service, writes from his station at Texarkana that he spent a recent leave in his home town of Waco and found everything at the greenhouses (to which he formerly gave much of his attention) in apple-pie order. To quote him:

"Last week I returned to Waco for a few days' leave, and it was good to be home for the first time in over three months. Much to my surprise I found two houses of the finest hydrangeas in bloom I ever saw on our place, in all shades, and houses of them to follow. Our men under the direction of George are surely doing a swell job. Even bet-

FLOWERS WITH "QUALITY APPEAL"

Also Supplies

BEN KAISER Wholesale Florist

"ENDS YOUR QUEST for the BEST"

Corner San Jacinto and Washington Ave.

Phone Tenison 3-6118 DALLAS, TEXAS

J. B. PARKS FLORAL

WHOLESALE

Cut Flowers :- Greens :- Supplies

3510 Ross Phone Taylor 1488

DALLAS, TEXAS

PLUMOSUS :- GLADIOLUS

RIO GRANDE FLORAL CO.

P. O. Box 56 EDINBURG, TEXAS

ter than if I were there. Several houses of lilies timed right for Easter were inspected and were in their prime, as well as many other items. All in all, I never saw our place look so spic and span and at its best."

Mr. Wolfe (or rather 1st Lt. Wolfe) wrote to say he had missed certain issues of the SF, and he likes to keep up with trade affairs and the people in the flower business. No doubt his request of some time back still holds good, that his friends write him. Address it: Thomas J. Wolfe, 1st Lt. Ordnance, Texarkana, Texas.

WAS AN FTD WEDDING

From Beverly Hills to Hobbs

"Valentine was ahead of Christmas business." So says Mrs. L. B. Pribble, reporting for Pribble Bros., Hobbs, N. M., who adds that business has been so good she was unable to send her report earlier.

Mrs. Pribble derived satisfaction from teaming up with a Beverly Hills, Cal., florist, Hahn's, in staging a wedding. Mrs. Hahn took the order, went to Mrs. Pribble's wholesaler to purchase the flowers, and had them shipped to Hobbs. Mrs. Pribble installed the decoration in the post chapel at the nearby Army base. "It was a very pretty wedding, all in white. Callas, stocks and carnations were used—very pretty because of the chapel's dark wood finish. Just another example of what can be done by wire."

Mrs. Pribble says her son Iris has been in Alaska since Dec. 11; he was happy to learn that his brother Foy was still alive though a prisoner of the Japs. He was so happy (and so homesick) he sent a cable. She mailed him a copy of the SF by way of cheer.

The Army needs more planes, ships, guns. It needs your scrap metal to make them. Give it now.

AZALEAS--85c to \$3.00

GERANIUMS (in bloom)--4 in., 30c

HYDRANGEAS--60c to \$1.25

All Cut Flowers in Season at Reasonable Prices

GREENWOOD FLORAL CO. FORT WORTH, TEXAS

P. O. Box 582

Buys the Best—Sells the Best

Phone 2-2236

STABILIZED PEANUT PRICES

Are Assured by Government

GAINESVILLE, Fla. — Growers who respond to the Department of Agriculture's request for more peanuts will be assured of an adequate return and equally adequate marketing facilities, Secretary of Agriculture Claude R. Wickard has informed H. G. Clayton, chairman of the Florida USDA War Board.

Whether grown for the edible trade or for oil, all harvested peanuts will be supported at the same price this year, the Secretary announced. This price will be not less than 85% of parity—an average of about \$129 a ton at present figures. Under these new provisions there will be no distinction between quota and excess peanuts.

In addition to the price support, previously announced incentive payments will add around \$10 per ton to the average price in many cases.

—V—

NEW FLORIDA ENTOMOLOGIST

Merrill With Plant Board 27 Years

GAINESVILLE, Fla. — George B. Merrill has been named entomologist with the State Plant Board, succeeding Dr. E. W. Berger, who retired Feb. 1, it is announced by Plant Board officials. He was advanced to the position after 27 years of service with the board.

Coming to the Plant Board in January 1916 as assistant quarantine inspector, he established the first quarantine station at Tampa, and later served at Jacksonville. In May 1918 he came to Gainesville as associate entomologist, and has worked with Dr. Berger since then. He has identified insect pests collected in groves and nurseries of Florida and from plants and plant products coming into the state from other states and foreign countries.

He identified the Mediterranean fruit fly found in Florida groves in

1929, which was at first thought to be the West Indian fruit fly.

Before coming to Florida Mr. Merrill had devoted a number of years to insect pest control and investigational work in New England, Puerto Rico and Santo Domingo.

In 1943, 25% of total domestic food production will be required for American military forces and for export to our allies, chiefly to Britain and Russia. The civilian food supply will be about 10% less than 1941, based on crop estimates.

YOUR SPRING SUPPLY AT BERNING'S

Roses
10¢ to 25¢

Carnations
12¢

Glads
12¢

Iris
\$2.25 per doz.

King Alfreds
\$1.25 per doz.

Tulips
\$1.50-\$2 per Doz.

**SNAPDRAGONS, ACACIA, HEATHER,
\$1.25 Up**

DAISIES, Stock Scarce

(AMLING'S) GARDENIAS (Tailored)

THOMAS YOUNG ORCHIDS

**FLAT FERNS, HUCKLEBERRY,
PLUMOSUS**

Prices Subject to Change Without Notice

Open Week Days at Houston 7 A. M. to 5 P. M.

Closed All Day Sunday in Houston and Dallas.

H. G. BERNING, Inc.

HOUSTON
C 0161

DALLAS
T 8174

NEW ORLEANS
Raymond 1161

Reg. Corbett, Mgr. Harlan Kuykendall,
Mgr.

Charlie Robinson,
Mgr.

3 Stores to Serve the South

"A world without flowers, is a world without hope."

SHADING COMPOUND, White

Per pound 20c 25 Pound Lots, per pound 18c
 50 Pound Lots, per pound 17c 100 Pound Lots, per pound 16c

GREEN, 2¢ per pound higher

GARDENIAS
GLADS
CARNATIONS

CALENDULAS
STOCKS
CANDYTUFT

CALLAS
ORCHIDS
JONQUILS

IRISES
ROSES
PLUMOSUS

SWEETPEAS
DRIED GYP
SNAPS

FORT WORTH FLORAL COMPANY

P. O. Box 845

FORT WORTH, TEXAS

Phone 2-1333

MRS. CHRISTOPHER COLUMBUS DISCOVERS KEY WEST

(Continued from page 4)

the rock and provides deep root runs.

No record seems to have been kept of what was brought to the little settlement in its early days, but ornamental trees and shrubs must have come practically with the first permanent residents. Today pages could be devoted to the trees alone (instead of only a few words), for from Burma, Australia, southern Asia, Africa, tropical America, etc., have come the superb specimens shading the wide streets.

Superb Old Trees

To mention but a few of the longest established. *Ficus religiosa*, or Pee-pul tree, the sacred tree of India, is one of the largest on the island, though possibly the palm for size and beauty goes to an enormous *Ficus retusa* (called locally the Alexandrian or Spanish laurel) whose branches spread entirely across the street. The beautiful feathery African tamarind thrives, strangely enough, in the shallow soil, growing to 70 feet in some of the home lawns. There are many large specimens of the curious sandbox or monkey dinnerbell tree (*Hura crepitans*) whose trunks bristle with spines, and whose seed capsules, when ripe, explode with a loud noise.

Another showy tree whose trunk and limbs are covered with countless black thorns is *Erythrina indica*, the Lenten tree, with brilliant red 3-4-inch blossoms appearing profusely before the leaves, making a huge scarlet blotch on the landscape. *Pithecellobium dulce*, the rain tree, has long twisted reddish pods opening to show the ½-inch balls of snowy white pulp covering the seeds. *Spathodea campanulata* is one of the most spectacular bloomers, with 6-inch orange flowers in 15-inch clusters. *Bauhinia*, the orchid tree, is a tropical cousin of our Judas-tree, showing it in the foliage, and with orchid-like lavender or white flowers in late winter. *Gliricidia*, whose cream and pinkish lavender pea-like flowers hang in

CARNATIONS

(DENVER GROWN)

Good Quality --- Received Daily

NEFF BROTHERS

Wholesale Florists

Tyler

Telephone 4260

Dallas

Telephone T-5154

Shreveport

Telephone 2-8329

E. J. AHLES CO.

WHOLESALE FLORIST

Most Complete Line of

CUT FLOWERS AND NOVELTIES

P. O. Box 2, Tel. 2-3342

FORT WORTH, TEXAS

racemes like wisteria, blooms before the new leaves; *Moringa moringa*, the horseradish tree, with distinguished pinnate foliage and clusters of fragrant waxy blooms resembling horseradish in taste, furnishes flavor to Key West salads. And the ceiba, or Kapok tree, is a sensational mass of soft pink bloom up to the end of January, agricultural bulletins to the contrary, who list it as summer-blooming; while its great winged trunks are among arboreal curiosities.

In recent street developments, *Schinus terebinthifolia*, the Brazilian pepper (a close relative of the California variety), *Casuarina equisetifolia*, Australian pine, and *Swietenia mahagoni*, mahogany tree, have been widely planted as shade trees. Just to list a few among the many strange specimens sounds like a guide book to the great tropics . . . *Quassia amara*, or simaruba; *lignumvitae*; *terminalia* (the African

SOME FLORAL
SUPPLIES

POP YEAGER

DUNCAN, OKLA.

almond), *Annona squamosa*; *Aralia chinense*; sapodilla; pomegranate; papaya; mango; *Ficus elastica*; jacaranda; *kigelia*; *Lucuma mammosa*, and so on, ad infinitum.

Vines Are Superlative

Vines are superlative, from the delicate and fragrant jasmines, including the white, richly-fragrant night-blooming *Cestrum nocturnum*, to thunbergias in every shade of purple to blue, as well as the deliciously scented white *Thunbergia fragrans*. The yellow allamanda; the great cream trumpets of *Solantra guttata* (the chalice flower) which seem out of all proportion

to the little porches which they completely envelope; the bougainvilleas in all colors. Pandorea ricasoliana, with its clusters of great widely-flaring, fluted clear pink cups, heavily spotted with deeper tones of the same color, is used as a high climber, or trained low over stone walls giving the effect of a pink hedge. Monstera deliciosa, or ceriman, that giant among tropical vines, with its unbelievable 18-inch white "calla lily" blooms, its huge fruit and the great leaves over a yard across, climbs high into a 40-foot tree, or up the side of a house. A cassia (named nodosa by local authority) is a climbing member of the ubiquitous cassia family, and spreads golden sheets of bloom wherever it gets a foothold, even to adorning the stone ruins of the deserted tobacco factories.

Flowering Shrubs—Many, Beautiful

Flowering shrubs are bewildering in quantity, variety and beauty. Hibiscus, in many tones are freely used as hedge plants. Caesalpinia pulcherrima, commonly called dwarf poinciana, with lovely spidery flowers in clear yellow, orange and orange crimson, is no more a respecter of persons than is its summer-blooming cousin, the royal poinciana, the "Queen of the Tropics," for it is found everywhere, down to the most tumbledown shanty. Tecomaria capensis, a glorious orange-crimson tropical member of the Bignoniaceae, also screens porches of rich and poor alike. What is locally known as "candle bush," with upright stalks of curious fat closed yellow blooms (and hinted at as a senecio) is one of the arresting beauties frequently found. Beleperone, the "shrimp flower," adorns shanty yards. Browallia speciosa major is almost a weed. Kalanchoe tubiflora (not listed in Bailey), certainly one of the most beautiful of the Crassulaceae, is as omnipresent, and although only 2-3 feet tall in the open, shoots to 5-6 feet growing on a shady bank at the Botanical Gardens.

All in all, Key West is a paradise for the horticulturist as it is for the artists, writers, winter colonists, fishermen, etc. Those who look for the blare of night life and the Neon signs of Miami and the Beach will find little to draw them, but the horticultural visitor with a comprehending viewpoint can fill hours and days in exploration and pure enjoyment, and can have all the thrills of discovery that come with the find of each new, unidentifiable tropical plant.

Junk the Japs with your scraps. Help win the war. Give all your scrap metal now.

...T. 2,168,304
OTHER PATS. PEND.
BLOOMLIFE
REG. U.S. PAT. OFF.



HURRAH! -- Florists!

**ELIMINATES NEED
OF PAINTING
CONTAINER**

Here's another
BLOOMLIFE
advantage

and Florists everywhere appreciate the EXTRA Customer Good Will the wonder-working BLOOMLIFE wins for them when they enclose the Bloomlife Packet with every order.

New Bulk Prices Offer You BIGGER SAVINGS

| | |
|---|--------|
| 50-Quart Drum (formerly \$1.40) now | \$1.00 |
| 100-Quart Drum (new size) | 1.75 |
| 200-Quart Drum (250 qts. formerly \$6.00) | 3.25 |
| 500-Quart Drum (formerly \$11.50) | 7.50 |
| 1000-Quart Drum (formerly \$23.00) | 13.50 |
| 2000-Quart Drum (formerly \$45.00) | 25.00 |

FLORISTS-ASK YOUR WHOLESALER

—for Packets "Personalized" with your own 3-line imprint—Factory filled. (All 2-qt. size).

| | |
|-----------------------------------|---------|
| 300 Packets (5¢ ea.) | \$15.00 |
| 1,000 Packets (4¢ ea.) | 40.00 |
| 5,000 Packets (3 3/10¢ ea.) | 33.00 |
| Per 1000 | 30.00 |
| 10,000 Packets (3¢ ea.), per 1000 | 10.00 |
| 1,000 Packets unfilled | 25.00 |
| 3,000 | 40.00 |
| 5,000 | 40.00 |

Order from Your Wholesaler

FLOWER FOODS, Inc.

Box 106 Maywood, Ill.

Guaranteed by Leading Wholesalers

| In Display Cartons | Your Price |
|--------------------|------------|
| 25—10¢ Packets | \$1.25 |
| 100—10¢ Packets | 5.00 |

GLADIOLI

FOR FLORISTS WHO DEMAND THE BEST

\$1.00, 85¢, 75¢, and 65¢ per Dozen—C. O. D.

Florida Wholesale Florists, Inc. Gladiolus Specialists
ORLANDO, FLORIDA

SANDERS WHOLESALE FLORIST

**Quality
Flowers**

ALL ORDERS GIVEN
PERSONAL ATTENTION

2467 Texas Ave.
Phone 2-0355

SHREVEPORT, LA.

Woodshed Technique

"You probably heard about the lad who wanted to join the Navy," writes Virgil F. Whiffletree.

"His old man, who was a dough-boy in '17, took him out to the woodshed and whaled the tar out of him!"

—V—

The military and lend-lease are demanding more of the processed vegetables and fruits than ever before, and we are glad to help. The country urgently needs five million more Victory gardens this year.—S. S. Bowmer.

**LINING-OUT STOCK
B & B EVERGREENS**

Write for Our Complete Catalogue

T. G. OWEN & SON, Inc.
South's Largest Florists and Nurserymen
Columbus, Miss.

INCLUDE in your order
BLOOMLIFE

FORT WORTH FLORAL CO.
FORT WORTH, TEXAS

START IS MADE ON FORMATION OF DELIVERY POOLS; FIVE TYPES WIN FAVOR

(Continued from page 7)

operating successfully in the following cities: St. Louis, Buffalo, Baltimore, Dallas, and Elmira, N. Y. The Elmira pool makes a rather interesting example, in that while the members have not formed a corporation, they are acting as a non-profit organization and lease equipment. Each florist contributed \$50 which is placed in escrow to recompense the truck owner for the expense involved in purchasing and insulating and equipping the truck to the florist specifications. The truck owner is paid 5.1 cents per mile plus \$14.75 per week maintenance, which includes paying for truck, gas, oil, greasing, repairs, tires, liability insurance; in fact, everything pertaining to truck operation except the salary of drivers which is paid by the organization.

Use Stamp System

Each unit to be delivered must be paid for by a 25-cent stamp, which is bought in advance. When a member uses a stamp, he signs his name on the back of it. These are collected by the driver, and when the organization decides to declare a dividend, a rebate will be given, depending upon what the pro-rata cost of deliveries has been. The members expect this will amount to between 5 and 10 cents per order. Members still maintain their own trucks for emergency and for pick-ups at wholesalers, etc.

Type 4. This form of pool is used to make deliveries to hospitals, army camps and other points in towns where a general pool is not possible.

In Battle Creek, Mich., and Daytona Beach, Fla., florists have co-operated in this type of pool to make deliveries to army camps and hospitals. Westfield, N. J., uses it for hospital deliveries, and Lubbock, Texas, for funerals. It also operates in Zanesville, Ohio, and Fond du Lac, Wis.

Type 5. This is the delivery pool where an outside common carrier is engaged by the florists. In some cases the florists themselves take their packages to a central depot for pick-up. It is being put into practice in many cities including Portland, Ore.; Rochester, N. Y.; Montclair, N. J.; Pocatello, Idaho; Milwaukee, and Bremerton, Wash.

The Bremerton florists report that their system saves them 75% on mileage.

In the case of some FTD pools, insufficient information has been received at headquarters to permit classifying the cooperative group as belonging in any of the five classes. Among these are Columbus, Ohio,

and Wheeling, W. Va. However, it is expected that more definite reports will be received on all of the pools now in operation, within a short time.

BUSINESS IS "WONDERFUL"

Perry's at Corpus Joins FTD

Mrs. L. E. Perry, of Perry's Flowers, Corpus Christi, Texas, informs the SF that her shop is now a member of Florists Telegraph Delivery Association. "We are enjoying a wonderful business," she adds.

Mrs. Perry has a kind word for the SF and says she especially enjoys Mrs. Sullivan's articles.

ENLISTS IN ARMY; CLOSES

Roy B. Smith, Marlin, Texas, sends word to the SF that owing to his enlistment in the U. S. Army he is closing his shop. His friends will be hoping that it will not be too long before he can take up his civil pursuits where he is now leaving off.

Plants for Spring Sales

Antigonon Leptopus (Queen's Wreath)

Two-year-old, field-grown plants, doz., \$1.50; per 100, \$10.00

Bougainvillea, Crimson Lake, doz., \$1.50; per 100, \$12

Sanderiana, doz., \$1.50; per 100, \$10.00

Geraniums, Apple-scented, doz., \$1.00; per 100, \$8.00

Hibiscus—

Agnes Gault, large single pink, 3-in. pots, doz., \$2.00; per 100, \$15
Brilliantissima, large single scarlet, 3 in. pots, doz., \$1.25; per 100, \$10.00

Golden Dawn, single Apricot turning to rich yellow with red center, doz., \$2.50; per 100, \$18.00

Grandiflora, single Scarlet, 3-in. pots, doz., \$1.25; per 100, \$10.00

Jigora, double orange with cerise center, 3-inch pots, doz., \$2.50; per 100, \$18.00

Kona, very double, rich cerise pink, 3-in. pots, doz., \$2.50; per 100, \$20.00

Jasmine—

Grand Duke, double, sweet-scented, 2½-in. pots, doz., \$1.00; per 100, \$8.00

Gardenia Fortunei, Everblooming Cape Jasmine, 2½-in. pots, doz., 90¢; per 100, \$7.00

Oleander—

Double Pink, 2½-in. pots, doz., \$1.00; per 100, \$8.00

New 1943 Wholesale Price List and Descriptive Catalog ready—if you have not received your copies, ask for them—Hundreds of new and standard plants listed

Jos. W. Vestal & Son

LITTLE ROCK, ARK.

Norman Cox & Co.

"Personal-Pak" GLADIOLUS
FT. MYERS, FLORIDA

"Shipping Florida's finest Glads"

See Classified Ad

MERRITT'S
Hydrangeas Bloom

High Quality Potted Plants
For the Trade

Bourdet Floral Co.

R. R. 3, Box 258, ST. LOUIS, MO.
Buy in St. Louis and Save Express

Help our boys in the armed services by joining the Red Cross today.



*The House
Fine Roses*

CARNATIONS

| | |
|----------------------------|---------|
| First Grade, per 100 | \$10.00 |
| Short Grade, per 100 | 8.00 |

ROSES

| | |
|-----------------------------|-------------------|
| Per 100 | \$6.00 to \$16.00 |
| Mrs. Finch, per bunch | .75 to 1.00 |

GLADIOLUS BULBS

| | |
|--|-----|
| Assorted in Cellophane Bags, per bag | 15¢ |
| (12 to 15 per bag) | |

SNAPDRAGONS

| | |
|---------------|------------------|
| Per 100 | \$4.00 to \$8.00 |
|---------------|------------------|

ORCHIDS

| | |
|------------|------------------|
| Each | \$1.50 to \$2.00 |
|------------|------------------|

IRIS

| | |
|-----------------|--------|
| Per dozen | \$1.50 |
|-----------------|--------|

JONQUILS

| | |
|-----------------|--------|
| Per dozen | \$1.00 |
|-----------------|--------|

GARDENIAS

| | |
|------------|------------|
| Each | 20¢ to 40¢ |
|------------|------------|

DOUBLE GYPSOPHILA

| | |
|-------------------------------------|-----|
| Per Bunch | 65¢ |
| 10 Bunches or more, per bunch | 60¢ |
| Colored Gyp, per bunch | 90¢ |

All Other Seasonable Cut Flowers and Greens, also Plants and Supplies

Associated Flower Growers, Inc.

Phone Tabor 6391

1731 Wazee Street, DENVER, COLO.

P. O. Box 5182

WE'RE NOT THE LARGEST—BUT THE BEST

EASTER SEALS FOR CRIPPLED

Provide Care for Neglected Children

Easter is important to everybody, and everybody welcomes any symbol which brings home to him more vividly the significance of the season. The growing popularity of the Easter seal, which is sold annually to help bring to crippled children those rights and opportunities which we feel everyone in our country should enjoy, demonstrates that it has come to enjoy that same affectionate place in our hearts as the other symbols of the season—the lily, brightly colored eggs, the Easter bunny, the chime of church bells on Easter morning, the Easter parade.

Every year the National Society for Crippled Children puts on its nation-wide sale of Easter seals, proceeds of which are used in a continuous program to advance the welfare of crippled children and adults. This year the seal sale will go on from March 26 to April 25.

Since the money raised during the sale supports a real program for them, the Easter season is a particularly important time of the year for crippled children. They feel that they should have their chance to take their places as useful citizens,

to share in the production of goods and services when they grow up. Almost everybody would find it difficult to disagree. If America is to fulfill the fundamental democratic principle that everyone should have an equal opportunity to find a happy and useful life, then certainly we



should not neglect the needs of our crippled children and handicapped youth.

It takes numerous agencies, both public and private, to add up to a good program for crippled children, but the Easter seal has come to stand for certain basic things which look toward making useful citizens

of our handicapped youth. These include medical care, hospitalization and corrective treatment, including early discovery and early diagnosis, so that our future citizens will have a better chance of having a body as nearly normal as possible.

Another opportunity indicated by the Easter seal is that of education. Although some states are doing a good job of educating handicapped children, this is not true in the nation as a whole. It is estimated that only 15% of America's handicapped children are getting instruction in classes adapted to their needs.

We should give crippled children a chance to play, so that they can grow up with normal contacts and proper social adjustment. We should give them, as they grow older, proper vocational guidance and training for the business of earning a living and helping make America strong and great. We should see to it that prejudices and legal restrictions are removed so that our handicapped youth can get a job and hold it.

The sale of Easter seals offers an opportunity for all citizens to share in this important work of building crippled children into happy and useful men and women.

CUT FLOWERS

| | |
|--|-----------------|
| CARNATIONS, First Grade, per 100 | \$10.00 |
| Shorts, Selected, per 100 | 8.00 |
| ROSES, per 100 | \$6.00 and up |
| ROSES, Mrs. Finch, per 100 | 4.00 |
| PINOCCHIO ROSES, per 100 | 4.00 |
| IRIS, per 100 | \$12.00 |
| JONQUILS, per 100 | \$8.00 to 10.00 |
| TULIPS, per dozen | 1.50 to 2.00 |
| FREESIAS, per 100 | 6.00 |
| ACACIA, per bunch | 1.25 |
| ORCHIDS, each | 2.00 to 3.00 |
| SWEETPEAS, per 100 | 1.25 to 2.50 |
| GARDENIAS, each | 20¢ and up |
| HEATHER, per bunch | .60 |
| DRIED DOUBLE GYPSOPHILA, per bunch | .65 |
| COLORADO GYPSOPHILA, per bunch | .90 |
| FERN, per 100 | .75 |
| PLUMOSUS, per bunch | .60 |
| HUCKLEBERRY, per bunch | .60 |
| STRAWFLOWERS, No. 1— | |
| Per 100 | 1.25 |
| Per 1000 | 10.00 |

SEASONABLE PLANTS AND A COMPLETE LINE OF FLORISTS' SUPPLIES

Davis Brothers Florists, Denver, Colorado

P. O. Box 1106

THE BEST ALWAYS . . . AND AT REASONABLE PRICES

Phone Glendale 3603

We Are Closed All Day Sundays—Week Day Hours, Open 8 A.M. till 6 P.M.

CATALOGS RECEIVED

Sneed Nursery Co., Oklahoma City, Okla., spring wholesale price list of evergreens, shrubs, fruit trees, shade trees, and lining-out stock; 28 narrow pages.

Willis Nursery Co., Ottawa, Kan., spring wholesale list of shrubs, trees, vines and perennials, including novelties and fruits; 44 pages and cover.

Wonderland Nurseries, Ellerson, Va., chrysanthemum rooted cuttings, various types; 8 pages.

A. M. Grootendorst, Benton Harbor, Mich., wholesale price list of gladiolus, dahlias, hardy lilies, perennials. Good illustrations.

Riegel Plant Co., Experiment, Ga., wholesale price list of perennial and rock plants.

Chase Nursery Co., Chase, Ala., flowering cherries from Oregon.

SERVICES OF RED CROSS

Provides Home Atmosphere for Boys

Red Cross field directors and other personnel are assigned to United States task forces and other units of the armed forces in all foreign zones of operation. These representatives are prepared at all times to assist the servicemen in such per-

sonal problems as are not related to their military life.

In addition to this comprehensive program which is carried on among able-bodied and hospitalized men, the Red Cross has inaugurated a project for the provision of clubs, rest homes and recreation centers in leave areas abroad. These clubs are in operation in areas where American forces are stationed, including Iceland, the British Isles, North Africa, the Middle East, India, China, Australia and New Caledonia.

The much-publicized Washington Club in London is typical of these Red Cross servicemen's establishments. In London alone, in addition to the Washington Club, a number of others have been opened, and they are also to be found in Glasgow, Edinboro, Belfast, Londonderry, and many other cities in the British Isles.

These clubs are a bit of homeland transplanted to foreign soil, and every effort is made to provide the soldier and sailor with a homey and informal atmosphere. In addition to game rooms, libraries, writing rooms and lounges, these clubs furnish servicemen on leave with overnight accommodations in comfortable beds, and canteen and cafeteria service where real American food is available. In accordance with a

CARNATIONS

All Cut Flowers in Season

The Pikes Peak Floral Co.

COLORADO SPRINGS, COLO.

Phone Main 28

PARK-ELITCH CO.

Wholesale Florists

1444 Wazee St.

DENVER, COLO.

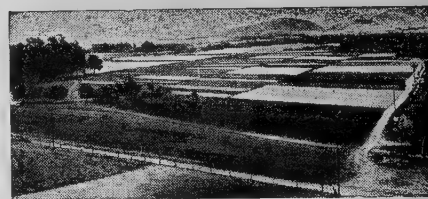
request of the War Department a small charge is made for sleeping accommodations and food, the charge being just sufficient to cover actual cost of these services.

Clubs arrange for sightseeing tours, they maintain lists of local families that have extended invitations to American soldiers and sailors to their homes, they arrange for theater parties and other entertainment. Dances are held frequently, and other amusement is provided.

WEST COAST NEWS

WEST COAST REPRESENTATIVE: NONI C. BAILEY

Telephone Parkway 8626, 1782 West 25th Street
LOS ANGELES, CALIFORNIA



MORE ROSES, FEWER ORCHIDS; NEW ITEMS ON MARKET

LOS ANGELES, Cal.—While not all of the flowers offered in the markets were of shippable quality there was an abundance the first part of the week. Wednesday there was another rain which might have had an effect on Thursday's shipping. Friday and Saturday were partly cloudy, but no rain, and nice warm sunshine between times.

It was news that among the few items reported scarce were orchids. Roses were better and prices came down a notch or two, still ranging from \$8 to \$18.

Fancy types of narcissi are coming as Paperwhites wane. Daffodils have reached the peak of their season. Freesias are increasing. Callas are of splendid quality. Blue irises were in oversupply. Anemones are enough for a good demand. Some of the large double ones have been shipped. Gladiolus and ranunculus are both scarce, as they have been for several weeks and may be for some time yet.

Chamaelaucium (Geraldton wax-flower) is more plentiful and more popular than it has been since it was introduced a few years ago as a commercial flower. It can be had from any shipper, keeps well, and has many varied uses.

Other flowers in season are gode-tias, cornflowers, candytuft, yellow and white daisies, calendulas, painted daisies, heather, acacia, tuberose, pansies, watsonias, hyacinths, sweet-peas, carnations and camellias.

Floral Flashes

Note: A line was unintentionally omitted from the Murphy Seed Co. advertisement in the issue of Feb. 26, in which they announced the completion of their new catalogue and the addition of "Vegetable Seeds for Victory." The following line should have been included: "If you have not already received a copy send for it today." The idea was that they had sent out many to their previous customers by mail and do not wish to duplicate; but anyone interested who did not get one in the mail is welcome to it.

R. E. Swift, business manager of San Lorenzo Nursery Co., is visiting his parents in Amherst, Neb.

Shelton B. Washburn, of Bassett & Washburn Kentia Nurseries, Sierra Madre, is planning to put all

available lath-house space in growing vegetable plants to wholesale for Victory gardens.

J. B. Davis is shipping some of his own grown flowers and reports having been able to fill all orders, the volume constantly increasing.

Walter Armacost is planning to build more greenhouses as soon as materials are available. He says one of the most serious handicaps to large-scale production of food is the difficulty in getting machinery.

Kathrine Waters says the Downey folk do not have enough gasoline to meet their requirements.

Yvonne on the Air

In the interest of blood-donating for the Red Cross, a broadcast was scheduled for March 6 with Yvonne representing the flower industry. Flowers were presented all day to all women who contributed to the blood bank and the florists gathered at the center to offer those found acceptable in the group. By the way, contributions to the station wagon ambulance fund may be left at the office of the Southern California Floral Association. It is hoped the fund will be sufficient to make the presentation publicly at the flower market by April 1. This is not only a patriotic opportunity

Planning Ahead for Easter...

In spite of mounting difficulties in growing, we expect a bumper crop of roses for Easter. The plants never looked better and somehow we expect to get them cut, bunched and shipped. Orchids will probably be in limited supply, but there will be plenty of Anthuriums and Strelitzias for those who order early.

ARMACOST & ROYSTON, Inc.

WEST LOS ANGELES, CALIFORNIA

J. A. BAUER POTTERY CO.

415-421 West Ave. 33

LOS ANGELES, CAL.

J. A. C. Leland, Sales Rep.

HOWARD & SMITH

MONTEBELLO, CALIFORNIA

Growers and Distributors of
H. & S. Quality Novelties and
Specialties in Seeds and Plants.

FIRST QUALITY GLADIOLUS BLOOMS

"FROM FIELD TO FLORIST"
VINSON & FORTINER

P. O. Box 27

Vista, Cal.

for those who are not in the armed forces but is a fine gesture on the part of the flower folk. If you have not left your \$1 or more at the window, be sure to do it when you get your button. N. C. B.

Have you joined the Red Cross?

FLOWER SUPPLY, DEMAND ARE BETTER BALANCED

SAN FRANCISCO, Cal. — Every-one is rather relieved that there has been a slight drop in the demand for the past week. That has made it possible to fill all orders as they were received, and has made for a better feeling all through the market. It is expected that for the next few weeks a rather slower market will continue and all eyes are pointed toward Easter. Some feel that Easter will not be such an improvement over a year ago as other holidays have been, for it is late this year and greenhouse as well as outdoor crops will be further along in the East and the South, and the florists will thus depend less on the California crop. Whether it is a dull or a busy Easter the San Francisco Bay markets will be able to take care of it, for there is an ample stock of all kinds of cut flowers coming on now.

The greenhouse roses will be leaders so far as quality is concerned. The cut is picking up each week and will be at its height late in April. The grade is improving each week too. The greenhouse roses should be good all the rest of the year now, as they are not expected to suffer the setback those in some parts of the country do due to excessive hot weather.

The gardenia cut needs no special mention. The San Francisco area gardenias have made a national reputation for themselves over the past few years, and in the past year this has been strengthened. The cut will continue good and the grade will average high. The orchids will be standard in every respect and the Bay area promises gradually to become an orchid center even more important than it is now.

The acacia is still good. There are a number of protected spots which do not come on with the major part of the crop, and from these is coming the present cut. It is good, but rains at times reduce the grade to some extent and also reduce the quantity. Soon there will be no more. There is a fair amount of heather now too, and this is moving out at a steady price. It is fair as to grade.

Calla lilies lead in production of the outdoor crops just now. There are some excellent white callas to be had, and they are reasonable in price. There are very few if any good yellow calla lily plantings left now, disease and low prices having ruined that as a cut flower crop. Those being raised now are in the hands of the pot plant growers and are being used almost entirely for pot plants. A few gerberas are seen

GERALDTON WAX FLOWERS

Irises--Daffodils--Daisies

United Wholesale Florists

OF CALIFORNIA

Phone TUCKER 8757 P. O. Box 3042 Terminal Annex
753 Wall Street LOS ANGELES, CAL.

IRIS CARNATIONS ROSES

DAFFODILS STOCKS

"Our Flowers Arrive"

SAN LORENZO NURSERY CO.

GROWERS --- SHIPPERS
LOS ANGELES, CAL.

739 Wall Street P. O. Box 5959 Ph. Trinity 5223

ANEMONES RANUNCULI

STOCKS

J. B. Davis, Wholesale Florists

(P. O. Box 5847 Metropolitan Station)
728 Wall Street LOS ANGELES

here and there, and soon there should be a nice cut of them on the markets. Anemones and ranunculus are not far behind the gerbs, and as there are more plantings of them there will be a better supply. Cornflowers help swell the list of desirables just now and are in good shape. Rains ruined what seemed to be a good cut of daisies. However, there are lots more buds on the plants and the setback will be only temporary.

The iris crop is excellent. Mostly blues, but a few of the yellow make parts of the Bay area look like a little bit of Holland, for with them are some tulips, a very few hyacinths and a lot of yellow and white narcissus. Were it not that labor is a limiting factor, several growers have said they would like to increase their bulb plantings, the climate and soil being so well adapted.

This year Lent should not have such a definite effect on flower uses. With wartime conditions, social affairs of the kind that used large quantities of flowers are already curtailed.

During the post-Valentine and pre-Easter lull in the markets, growers are very busy getting ready for spring. Late rains and labor shortages have already delayed some of this work but the growers are catching up fast now. Wholesalers are laying in supplies needed for packaging the cut flowers, and making

CALENDARS

FLORISTS CARDS

with REAL FLOWER DESIGNS
Samples on Request

Natural Flower Card Co.
Box 319 Long Beach, Cal.

**Poinsettia Stock Plants in
All Varieties**

Vigorous plants guaranteed to be free of all mealy bug, scale and disease, which will produce strong heavy caliper cuttings. Early April delivery. Write for price list. Good delivery and production guaranteed.

PAUL ECKE
The California Poinsettia Grower
ENCINITAS, CAL.

CALIFORNIA FLOWER SHIPPERS

753 WALL STREET
LOS ANGELES, CAL.

See Our Ad on Front Cover Page

"KOOL-KIST" FLOWERS CONSOLIDATED

elaborate plans to take care of large and small orders with typical San Francisco thoroughness. W. B. B.

GENEVA AND SUNNYDALE NURSERIES

Wholesale Growers and Shippers

CUT FLOWERS—

Gardenias . . . Acacia . . . Melanthera Heather . . .
Violets . . . Daffodils . . . Irises . . . Soleil d'Or . . .
Seasonable Flowers

The largest growers of Maiden-hair and Asparagus Ferns and Potted Plants under glass on the Pacific Coast.

Greenhouses and General Offices:
250 Schwerin St.

} SAN FRANCISCO, CALIF.
Telephone Delaware 5166-67-68

} Cut Flower Shipping Dept.
187 Fifth St.

ACACIA . . . Late Crop DAFFODILS . . . SPRING FLOWERS

CALIFORNIA FLORAL COMPANY

Wholesale Shippers of "Consistently California's Best" Cut Flowers and Greens

P. O. Box 4.

Redwood City, Calif.

SAN FRANCISCO DELIVERIES

Acceptable Plan Is Evolved

SAN FRANCISCO, Cal.—Florists of this area have worked out and are operating plans for delivery which are said to have won the approval of ODT. In the metropolitan area pickups are made twice daily, trucks leaving the central depot for this purpose at 10 a.m. and 2 p.m., returning to the central station for rerouting. Then deliveries over the city are made. The afternoon delivery goes as far south as Palo Alto, 30 miles, and across the Bay to the Oakland area.

Where any florist has a full load for a funeral or wedding he makes the delivery himself with his own truck.

Charge for this service is \$1 a trip or 25¢ a package if there are more than four deliveries for a firm. Suburban deliveries are more.

Somewhat similar arrangements are in effect in the outlying districts, where the minimum charge is \$9 a week backed up by an advance deposit of \$36.

CALIFORNIA SEEDSMEN

Discuss Problems, Elect Officers

SAN FRANCISCO, Cal.—California Seed Association held its semi-annual convention in this city recently, which was attended by about 50 seed dealers and growers.

Uppermost among the discussions were those in regard to the pro-

posed new seed bill now before the California state Legislature, other seed legislation, ceiling prices, and the freezing of Bermuda grass seeds. Seed-testing problems were considered, and the labor scarcity—on to the packaging of beans and peas in 100-pound bags.

Proposal was made to obtain more members in the organization to help in ironing out the many problems that arise, giving greater strength to the group and gaining the experience of a greater number of seedsmen.

The following officers were elected: President, Charles Morse; vice-president, Ralph Kelly; secretary-treasurer, Burt Walcott; directors, Cy Voorhies and Fred Rohnert.
N. C. B.

Seattle's Biggest Funeral

SEATTLE, Wash.—Feb. 22 marked the date of the biggest floral funeral in the city's history when services were held at the Shrine auditorium for Test Pilot Ed Allen and 10 other victims of the 29 who lost their lives in the Boeing bomber the previous week. Eleven of the men were fliers and the others were employees of the Fry Packing Co. All retail florists in the city were taxed to their capacity to fill orders.

Chrysanthemum Catalog

SAN FERNANDO, Cal.—Garrett-Olsen, who specialize in chrysanthemums, have published a catalog or

ACACIA

AND ALL SEASONABLE
FLOWERS AND GREENS
BOODELL & COMPANY

Box 182

SAN MATEO, CAL.

ACACIA, HEATHER AND ALL SEASONABLE FLOWERS

Grown Exclusively
For Our Shipping Trade

LEE BROTHERS

SAN MATEO, CALIFORNIA

New

"Best-Yet"

Absolutely Cheapest
But You Be the Judge



New "Best-Yet" is so strong you need wrap only once around, thereby using half the thread. Guaranteed the strongest — greatest yardaged — and therefore the most economical — or money back without conversation. \$1.25 box, 8 wooden spools, 1 lb. net.

T. W. WOOD & SONS
RICHMOND, VA.

trade list of the choicest of their almost endless number of exhibition and commercial varieties.

Have you joined the Red Cross?



Exhibitor Issues Catalog

LA VERNE, Cal.—Cecil Houdy-shel, who has consistently taken prizes for his entries in the Pasadena and other flower shows and the famous county fair at Pomona, has issued a catalog of his unusual bulbs, including choice amaryllis and other members of this large family, as well as rare lilies and irises.

—V—

Californian Studies Orchids

CANAL ZONE—Neil Neilson, formerly of Seattle, now a corporal in the U. S. Army, wrote his mother some time ago that he was spending his spare time studying orchids together with another florist soldier. Nature studies and public library references make refreshing changes of subject when off duty.

—V—

YUCCA, VALUABLE WARTIME SOURCE OF FIBER

(By E. M. Marshall)

It will be both profitable and patriotic to raise yuccas this year and for the duration of the war. The United States Department of Agriculture advises that these plants be grown, especially in the waste lands of the Southwest where very little else can be raised at all. The reason the Department takes such an interest in the fate of the yuccas is easy to understand, for these plants are the only native source of hemp which we have. It is a case of either increasing our dwindling supplies of hemp or of doing without rope, twine and bags.

There will be no problem connected with cultivating yuccas. They are easy to grow and do well without the care required by plants of less hardy makeup. Setting out the plants is the biggest job. They require as little as 5 inches of rainfall a year and thrive as well in very hot temperatures as in cooler ones. The desert land best suited for their cultivation costs as little as \$2 an acre. As this will not require irrigation, yuccas should be one of the best moneymakers for both florists and farmers.

The cultivated plants produce an average yield of 30 tons of fiber which sells at more than \$3 a ton.

There is a large farm growing yuccas near Boulder Dam that is a pioneer in this work. The place is so beautiful that thousands of vis-

itors come during the blossoming season just to see these lovely, tree-like plants.

Yuccas differ from other plants in several ways. The usual agents of pollination do not serve them, for they depend entirely upon a small moth called the pronuba. Most species of flowers depend upon their blooms, but the source of profit in yuccas will be the tough, spiny leaves that can be cut without in any way injuring the plant. For it is only these older leaves that contain fiber. This insures the continuation of yuccas, as it will not be profitable to growers to destroy the plant by taking off leaves in which there is little or no fiber.

It is only recently that these plants were known to have hemp in sufficiently large amounts to attract growers with an eye to profits. Some years ago experiments were made to extract fiber from the leaves but these were only partially successful in producing salable fiber. A better method that requires less cooking now is used and gives excellent results.

For there is a real need for fiber

"As long as flowers grow, Max Schling will be remembered as their most ardent and talented exponent."

*In this spirit the business
of MAX SCHLING, Inc.
continues . . . maintaining
the standards established by
its Founder.*

MAX SCHLING, Inc.

MAX SCHLING, JR., Vice-President
ALFRED M. SCHEIDER, Treasurer

ASSOCIATES

| | | | | | |
|---------------------|-----------|------|--------------------|-----------|------|
| Henry Hess | - - - - - | 1914 | Louis Frost | - - - - - | 1931 |
| Harry Lewy | - - - - - | 1915 | Charles Meyer | - - - - - | 1934 |
| George Livio | - - - - - | 1920 | Lewis Wise | - - - - - | 1934 |
| Samuel Stock | - - - - - | 1921 | Arthur Friedman | - - - - - | 1935 |
| Theodore Zak | - - - - - | 1921 | Thomas Lynch | - - - - - | 1935 |
| Henry Diers | - - - - - | 1923 | George Niederauer | - - - - - | 1935 |
| Peter Giambrone | - - - - - | 1924 | Joseph Brown | - - - - - | 1936 |
| Conrad Schaefer | - - - - - | 1925 | Elsie Joyce | - - - - - | 1936 |
| Arthur Schlichthorl | - - - - - | 1925 | Aram Kedishian | - - - - - | 1937 |
| William Vahl | - - - - - | 1926 | Elizabeth Wulstein | - - - - - | 1939 |
| Frank Girard | - - - - - | 1928 | Joan Falco | - - - - - | 1939 |
| Samuel Sakowsky | - - - - - | 1928 | Ludwig Schlecht | - - - - - | 1941 |
| Lillian Fox | - - - - - | 1928 | Rose Arfin | - - - - - | 1941 |
| Samuel Barbero | - - - - - | 1929 | Frederick See | - - - - - | 1942 |

MAX SCHLING SEEDSMEN, Incorporated

DAVID PLATT, Vice-President and General Manager

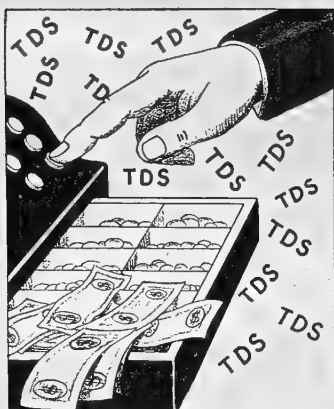
Discover How You Can Make
More Beautiful Arrangements

IN
Floralainers
SEND FOR THIS
FREE CATALOG!

GEORGE KOCH SONS, INC. EVANSVILLE
INDIANA

Write for the
NIELSEN NEWS
J. C. NIELSEN CO.
7421 South Chicago Avenue
CHICAGO, ILL.

at present. Over two million fiber bags are used just in Arizona, New Mexico, Texas and Colorado for only the vegetable crops, to say nothing of the bags needed for fruit nor all those required by all the rest of our country. Rope and twine also require fiber in huge amounts. That is one reason that our fiber imports have kept increasing from \$85,000,000 to over \$200,000,000 in 1929.



Let Telegraph Delivery Service Put \$ \$ \$ \$ \$ In Your Cash Register

FOR FLOWERS-BY-WIRE BUSINESS
JOIN TELEGRAPH DELIVERY SERVICE

Cost Only \$21.00 per Year

WRITE

TELEGRAPH DELIVERY SERVICE

805 H. W. Hellman Bldg.

LOS ANGELES, CAL.

FLOWER CROPS IN FLORIDA RETARDED, IS REPORT

(By Mortimer J. Soule)

The season of 1942-43 has been a very unusual one throughout Florida. Early plantings of seeds grew off with almost no complications, but those planted after Aug. 20 were affected by some climatic condition that none of us have been able to analyze. The same soil and the same cultural care were maintained as in preceding seasons, but many varieties were very backward and slow.

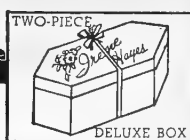
Generally, throughout the state, there was almost no rain from Sept. 23 until after Christmas. This put a big burden on many irrigation systems and probably accounts for some of the late crops. Most cut flower crops are in less volume than in other years, and while the quality of glads and snaps has been better, other crops such as sweetpeas and calendulas are not up to standard, especially from early plantings. However, everything is moving at better prices, and all growers should be in better shape than they have been in years, if it were not for the labor situation. Many growers have had to get out of the office and back into the field.

Home flower gardens are unusually late in spite of a very open winter. Plants such as camellias are just now reaching their peak and our azaleas will not be at the top for at least two weeks. Nurserymen have had all they can get help enough to do. New building is non-existent, but many people with time on their hands are revamping their home grounds. There is greater interest in home flower and vegetable gardens than I have seen in years.

We have all been hurt by conditions, but all growers to whom I have talked are accepting the situation and doing their best to work out the labor and fertilizer difficulties. In a way, this trouble may prove of great value in the future because we are all being forced to learn from the economies that we have to affect to keep going.

THE NEW ONE-PIECE ECONOMY BOX

"YOUR BEST ADVERTISING MEDIUM"



MODERN FLOWER BOX CORP.

"THE MOST ATTRACTIVE CORSAGE BOX ON THE MARKET"
80 York Street; Brooklyn, N. Y. • TRiangle 5-2605

The Hexagon Box That "Opens in a Second"

(Patented)



Quick Delivery of
Dependable Florists' Supplies Priced Dependably

MOSEHART-SCHLEETER CO.

P. O. Box 2011

211 Caroline St.

Houston, Texas

We are sure going to have a lot of things to talk over at our meetings after the war. 'Til then, keep things growing!—Southeastern Bulletin.

ADDS NURSERY ACREAGE

Hollenbeck Concern at Denison, Tex.

Mrs. F. T. Hollenbeck, of Hollenbeck's Floral and Nursery, Denison, Texas, advises that the firm's nursery department is being established at a new location near Highway 75, where an adequate block of good fertile land has been acquired. It is described as an ideal location. A new metal nursery shed is being built and the place is being stocked with evergreens and other ornamentals, assorted fruit trees, pecans, grapes, berries, etc. A vegetable garden also is being planted.

Scarcity of help is the worst drawback, but a colored man past middle age, and high school boys after school hours and on Saturdays, are getting the job done. With family help on rush days Mrs. Hollenbeck manages to take care of the retail flower business at the old home location, 114 West Monterey street. Mr. Hollenbeck is employed with a local newspaper.

All above living expenses goes for bonds, says Mrs. Hollenbeck.

ROP CO
ST. PATRICK'S

GREEN DYE

QUICK ACTION, TRUE COLOR, ECONOMICAL

THE BEST AND THAT'S NO BLARNEY

Order Today From Your Dealer or
Rotenone Products Co., Inc.
EAST ORANGE, N. J.

Insist upon the Kasper Curved
Casket Plaque with rubber tipped
footing. At your supply dealer.

KASPER WIRE WORKS
SHINER, TEXAS

Down in Nashville a recruit introduced himself with the name of Hudson F. Packard. It soon became known his middle name is "Ford." Now the men in his squadron salute him as "General Motors."—Foreign Service.

Retail Florists Directory

Featuring South and Southwest

This directory is designed to supply our readers the names of responsible and qualified retail florists to whom orders may be safely sent and for whom orders may be filled with confidence in their payment. In order to assure ourselves of both the financial responsibility of those we list and of their qualifications and equipment to fill orders to the credit of the trade, we require all florists who are listed to furnish us references of both wholesale and retail florists with whom they have dealt. If a florist is then listed and a complaint is sent to Southern Florist that he does not pay his bill or that he filled an order unsatisfactorily, we investigate the complaint and, if found true, we drop the listing unless satisfactory adjustment is made. Subscribers are requested to report to us any failure of a listed florist to fulfill his obligations. A fee of \$1.00 per year is charged Southern Florist subscribers. Write for application.

*Denotes Member F.T.D.

†Denotes Member T.D.S.

ALABAMA

ATTALLA, ALA.

Griffin, Mrs. W. S., Florist, 401 Hughes Ave. Phone 5391.

BIRMINGHAM, ALA.

*Norton Floral Co., 12th Ave. and 26th St. Phone 3-4168.

MONTGOMERY, ALA.

*Rosemont Gardens, The Patersons, 300 S. Perry St. Phone 7731, all hours.

SELMA, ALA.

*Robinson & Blanton, 317 Dallas Ave.

ARIZONA

BISBEE, ARIZ.

†Grafton's Flower Shop, Lyric Theater Bldg. Phone 562.

ARKANSAS

ASHDOWN, ARK.

Ashdown Floral Co. Phone 175.
Jones, Mrs. Lon T., Florist. Phone 120.

BLITHEVILLE, ARK.

*Flower Shop, The Glencoe Hotel Bldg. Phone 491.

CAMDEN, ARK.

*Blanche's Flower Shop, 115 E. Washington St. Phone 215.
*Camden Floral Co., 203 S. Agee St. Phone 867, Night 554.

CONWAY, ARK.

†Idlehour Florist, 235 Locust Ave. Phone 458.

DE QUEEN, ARK.

De Queen Flower Shop, 601 Stillwell Ave. Phone 3.

DERMOTT, ARK.

Corley's Flowers, 612 Harris. Phone 147.

ELDORADO, ARK.

†Adams Florist, Camden Road. Phone 860
Alta Flower Shop, Rialto Theater Bldg. Phone 480.

FAYETTEVILLE, ARK.

*Adams Flower Shop, Roy A. Adams. Phone 320.

†Ray's Greenhouses and Flowers, Ray Adams. Phone 214, night 1748.

FORT SMITH, ARK.

*Lee, Arthur G., 1115 Garrison Ave. Phone 6108, Night 7927.

*Quality Flower Store, 925 Garrison Ave. Phone 5146.

†Shine's Greenhouse, 522 S. 13th St. Phone 3892.

HOPE, ARK.

Hope Nursery and Floral Co.

HOT SPRINGS, ARK.

*Johnson Floral Co., 232 Central Ave

LITTLE ROCK, ARK.

†Colonial Flower Shop, 2017 Kavanaugh Blvd. Phone 3-4191.

*Garrett Bros., Inc., Florists, 2611 W. 13th St. Phone 4-1253.

*Tipton & Hurst, Inc., 509 Main St

*Vestal, J. W., & Son. Box 856.

MAGNOLIA, ARK.

*Reed-Lyle Florists. Phone 20.

MALVERN, ARK.

†Phillips Florist, 622 E. Sullenberger St. Phone 338.

*Parker, Mrs. A. L., Florist, 106 Georgia St. Phone 96-W.

MENA, ARK.

Geo. L. Swaty & Son, 801 Eve. Phone 195.

MORRILTON, ARK.

†Hillcrest Floral Co., 810 N. Morrill. Ph. 343.

Wiggs Flower Shop, 315 S. Moose St. Phone 120.

NASHVILLE, ARK.

†McAdams Florist Co., 122 N. Main St. Phone 45-J.

Price, Ruth, Florist, 320 W. Bishop. Phone 70-J.

PINE BLUFF, ARK.

*Davis Floral Co., 113 West Sixth St.

PRESCOTT, ARK.

†Cornish's Flowers, 117 East Elm St. Phone 180 or 305.

RUSSELLVILLE, ARK.

*Taylor, Mrs. W. V., the Florist, 209 W. Main. Phone 602.

SPRINGDALE, ARK.

*Downum, John L., Florist, 808 W. Emma St. Dial 3511.

STUTTGART, ARK.

Rhodes Greenhouse, 122 W. 13th St. Phone 47.

TEXARKANA, ARK.

*Collins Floral. Phone 881, all hours.
*Viva's Flowers, 422 State Line Ave. Phone 949.

CALIFORNIA

HOLLYWOOD, CAL.

†Purdie, D. S., Flowers, 5975 Santa Monica Blvd. Phone JR 6990.

†Shaughnessy Shop, 5220 Melrose Ave. Phone Hempstead 0800.

LOS ANGELES, CAL.

Alvarado Florists, 728 S. Alvarado St. Phone Drexel 3821.

*Dostal's Flowers, 619 S. Grand Ave. Phone Vandike 2071; Night, Michigan 0881.

*Yvonne's, 146 N. La Brea Ave.

PASADENA, CAL.

*Whitford's Florists, Inc., Annabelle Smith, Mgr., 343 E. Colorado. Ph. SYcamore 3-4161.

COLORADO

DENVER, COLO.

†Community Flower Store, 1041 1043 S. Gaylord St.

*Neff's Flower Shop. Phone Pearl 2403.

NEFF'S FLOWER SHOP
FTD Personal Attention—Z. G. Neff
19 S. Broadway DENVER, COLO.

*Park Floral Co., 1643 Broadway.

*Shraiberg's Floral Shoppe, 1100 16th St.

DISTRICT COLUMBIA

WASHINGTON, D. C.

*Gude Bros., 1212 F St.

Gude's
Phone National 4276-7-8
FLORIST TO WASHINGTON, D.C., SINCE 1889
Four stores for your convenience
MAIN STORE—1212 F STREET

FLORIDA

MIAMI, FLA.

*Exotic Gardens, Inc., W. Flagler St. Bridge.

*Lechich, Florists, 200 N. E. 1st Ave., 528 Lincoln Road, Miami Beach.

PUNTA GORDA, FLA.

P. C. O'Haver, Tamiami Trail.

TAMPA, FLA.

Harris Flowers, 2902 Nebraska Ave. Phone M61-042.

WEST PALM BEACH, FLA.

†Gregg, the Florist. Phone 5220 all hours.

GEORGIA

ATLANTA, GA.

*Wachendorff Brothers. JA1141.

***Wachendorff Bros.**
ATLANTA, GA.
Member FTD
Serving retail trade in this territory since 1878. Your orders will be given careful attention.

DOUGLAS, GA.

Sunny Side Greenery.

GRIFFIN, GA.

*Whately's Flower Shoppe, 616 Poplar St.

MACON, GA.

*Idle Hour Nurseries, 109 Cotton Ave.

IDLE HOUR NURSERIES
Macon, Georgia
Over one hundred thousand square feet of glass. Strictly retail florists.
Overnight Service All Over Georgia

SAVANNAH, GA.

*Wolf, John, 919 E. Anderson St.

VALDOSTA, GA.

*Valdosta Greenhouses, 990 Williams St. Phone 662.

IDAHO

IDAHO FALLS, IDAHO

Lawrence Floral Co., P. O. Box 1015.

This Size Card
50c Per Week

ILLINOIS

CHICAGO, ILLINOIS

*Wienhoeber, Geo., Inc., 41 South Wabash Ave. Phone Randolph 3700.

George Wienhoeber
INC.
For CHICAGO
Telegraph Orders
41 S. Wabash Ave.
28 N. Michigan Ave.
52 E. Monroe St.
L. D. Phone RANDolph 3700

INDIANA

EVANSVILLE, IND.

Ferris Flower Shop, 14 S. E. Third St.
Phone 3-8105.

KANSAS

GREAT BEND, KAN.

Duchesne Flower Shop, 2600 17th St.
HOLTON, KAN.

*Holton Greenhouses, 111 New Jersey Ave.

HUTCHINSON, KAN.

*Smith's Flower Shop, 2606 N. Monroe.
Phone 3800 all hours.

*Stamm, John, 10th and Walnut.

JUNCTION CITY, KAN.

*Junction City Floral Co., L. M. Keeshan,
Mgr., 1215 N. Washington. Phone 144.

LIBERAL, KAN.

*Selfridges, Florists, East 8th St. Phone 1416.

MEDICINE LODGE, KAN.

Holmes, Mayme Cole.

WICHITA, KAN.

*Culp & Co., W. H., 157 N. Main St.
*Mueller Floral Co., Inc., The, Chas. P.,
145 North Main.

LOUISIANA

ABBEVILLE, LA.

*Abbeville Flower Shop, 315 Park Ave.
Phone 638.

ALEXANDRIA, LA.

†Hustmyre Flower Shop, 2401 Marye St.
Phone, Day and Night, 1966.

ARCADIA, LA.

Arcadia Flower Shop. Phone 172-W.

BATON ROUGE, LA.

Hunt's Florist, 3326 Scenic Highway. Phone
20747; night, 6698.

*Scheinuk's Roseland Florist, 447 Main St.
Phone 4414, Night 4-1933.

BUNKIE, LA.

Haydel's Flower Shop, 202 West Oak St.
Phone 791.

CROWLEY, LA.

*Milliken Flower Shop, 216 Eastern Ave.
Phone 478.

DERIDDER, LA.

†O'Connell's Flower Shop, 625 N. Pine St.
Phone 333.

Roberts Flower Shop, 205 Washington.
Phone 514.

EUNICE, LA.

†Best Flower Shop, Mamou R-ad.

HOMER, LA.

†White's Flower Shop. Phone 69.

HAYNESVILLE, LA.

†City Floral and Gift Shop. Phone 4.

HOUMA, LA.

†Mey Florist, 906 E. Main St. Phone 165,
Night 41.

*Wurzlöw, Florist, 413 Goode St. Phone 399,
Night 546.

JEANERETTE, LA.

Provost & Schexnayder, Florists, 522 Main
St. Phone 145.

JENNINGS, LA.

†Jennings Floral Co. Phone 238.

JONESBORO, LA.

†Edmonds Flower Shop, Allen Ave. Phone 199.

LA FAYETTE, LA.

†Hebert's Flower Shop. Phone 339.
*Robbins Flower Shop, 511 Jefferson St.
Phone 1381.

LAKE CHARLES, LA.

*Dufflot, George S., 1129 Common St.
Phone 5834.

*The Flower Shop, 308 Kirby St. Phone
2465, Night 2100.

LAKE PROVIDENCE, LA.

Lake Providence Flower Shop. Phone 22.

LEESVILLE, LA.

*Mansinger, Mrs. J., Florist. Phone 2363.

MARKSVILLE, LA.

Ann's Flower Shop. Phone 3271.

MONROE, LA.

*Flower Shoppe, The, 1004 N. Third St.
Phones 479 and 565.

*Mary's Flower Shop, 135 N. 2nd St. Phone
682, Night Phone 746.

*O'Donnell Flowers, 103 S. Second St.
Phone 1525.

NATCHITOCHES, LA.

†Colonial Flower Shop, 200 2nd St. Phone 2796.
Dales Flower Shop, 136 Washington St.
Phone 2630.

NEW IBERIA, LA.

*New Iberia Flower Shop, 209 French St.
Phone 347.

NEW ORLEANS, LA.

*Abele Bros., 500 Joseph St.; 529 Arabella.
*Chopin, P. A., 2800 St. Charles Ave.

Send Your Orders for New Orleans to

P. A. CHOPIN

For a Reliable and Artistic Service



2800 St. Charles

Members F.T.D.A.

*Eichling's Avenue Floral Co., 3442 Saint
Charles Ave.

New Orleans

C. W. EICHLING, Sr.

(Eichling's Avenue
Floral Co.)

58 Years of Effi-
cient Floral Service

3442 St. Charles Ave.

F.T.D.

*Reyes, Frank J. & Co., Inc., 4901 Canal St
Phone Galvez 1196.

NEW ORLEANS



REG. TRADE NAME

4901 Canal St.

F. T. D.

Day

Night

Service

Gal. 1195

*Scheinuk, The Florist, 2600 St. Charles.
†Scheuermann's Flower Store, 3214 Washing-
ton Ave. Phone Jackson 1707.

NEW ROADS, LA.

*Baum's Flower Shop, Main St. Phone
4153, Night 4151.

OPELOUSAS, LA.

*Durio's Flower Shop, 313 N. Lombard.
Phone 2887 day and night.

*Stelly's Flower Shoppe. Phone 3361.

RAYVILLE, LA.

*Mulhearn Flower Shop. Phone 68.

RUSTON, LA.

*Andrews, Mrs. C. E. Phone 333.
Terrill's Flower and Gift Shop. Phone 130.

SHREVEPORT, LA.

*Begbie, Florist.

*Broadmoor Floral Shop, Sara Tully, Mgr.,
3803 Youree Dr. Phone 7-2737.

*Dance, Claude A., Florist, 1701 Fairfield Ave.
Phone 5281, Night 2-5330.

Deputy's Nursery and Flower Shop.
Phone 9823.

†Johnson Floral Shop, 120 E. 7th St.

*Ray Williams' Blossom Shop, Inc., Texas at
Market. Phone 2-8373.

*Manhein Florist, 512 Edwards St. Phone 6191.

SULPHUR, LA.

Sulphur Florist, Box 473. Phone 2321.

*Mulhearn Flower Shop. Phone 26.

THIBODAUX, LA.

*Guidroz's Nursery and Flowers, 628 E. 1st
St. Phone 3489.

WINNFIELD, LA.

†Colonial Flower and Gift Shop, 205 E. Main
St. Phone 103, day and night.

WINNSBORO, LA.

*Mulhearn Flower Shop. Phone 26.

MASSACHUSETTS

Boston's
Flower
Phone,
Liberty 4317

Penn The Florist

124 TREMONT ST.
BOSTON, MASS.

MINNESOTA

ROCHESTER, MINN.

*Holm & Olson, Inc., 100 First Ave. Bldg.

ST. PAUL, MINN.

*Holm & Olson, Inc., 20 West Fifth St.

Holm & Olson, Inc.

ST. PAUL, MINN.

Holm & Olson Co.

ROCHESTER, MINN.

Original F.T.D. Members
46 Years in Business

24-Hour Service



Registered Cable Address
Holson, St. Paul

MISSISSIPPI

AMORY, MISS.

Tubb, Mrs. Talmage B., Florist.

BROOKHAVEN, MISS.

*Rainbow Florist, 300 N. Jackson St.
Phone 923.

CLARKSDALE, MISS.

*Dolan Gardens, 207 First St.

CRYSTAL SPRINGS, MISS.

Vick, L. W., Florists. Phone 49-J.

INDIANOLA, MISS.

Slay Flower Shop, Corner Main and Depot.
Phone 432-J.

KOSCIUSKO, MISS.

†Oden's Dahlia Garden, 201 Brantley. Phones
280 and 500-W.

LUCEDALE, MISS.

Bolen Florist and Camellia Gardens.
Phone 97.

MERIDIAN, MISS.

†Marshall Florist, Pythian Bldg. Phone 367.

NATCHEZ, MISS.

*Blythe Flower Shop, 104 N. Pearl St.

VICKSBURG, MISS.

*Voellinger Floral Co., Carroll Hotel Bldg.

MISSOURI

BOONVILLE, MO.

*Schnell Floral Co., 303 Main St. Phone 241.

CHILLICOTHE, MO.

Isherwood Greenhouses.

†Sefton's Greenhouse.

COLUMBIA, MO.

*Mueller, H. R., Florist, 16 So. 9th St.

FAYETTE, MO.

*Schnell Floral Co.

KANSAS CITY, MO.

*Barnes, W. J., 38th and Euclid Ave. Phone

Linwood 0933; Night, Linwood 8230.

*Muehlebach Flower Shop, Hugo R. Neff.

Muehlebach Flower Shop
HUGO R. NEFF—Personal Attention
Member FTD KANSAS CITY, MO.

*Rock's. Phone Harrison 0213.

LOCKWOOD, MO.

*Lockwood Greenhouses, Hubert A. Neiman.

MACON, MO.

*Craig Floral Co. Phone 2042.

NEVADA, MO.

*Kaupp Flowers, 211 W. Cherry. Phone 51.

SPRINGFIELD, MO.

*Emhoff Floral Shop, 207 S. Jefferson Ave.
Phone 52.

ST. LOUIS, MO.

†Koenig Floral Co., 4654 W. Florissant Ave.

This Size Card

90¢ per Week

NEBRASKA

HASTINGS, NEB.

*Davidson Floral Co., 533 W. 2nd St.
Phone 1268.

LEXINGTON, NEB.

*Lexington Floral Co., E. Pacific Ave.

NEW MEXICO

CARLSBAD, N. M.

*Carlsbad Floral Co. Phone 10.

CLOVIS, N. M.

*Clovis Floral Co., 501 E. 5th St.

DEMING, N. M.

*City Flower Shop, 112 So. Tin Ave. Ph. 85.

HOBBS, N. M.

Ryall-Jones Flowers, 205 E. Alston. Phone 37.
*Pribble Bros., Florists, 301 N. Turner.
Phone 521.

LAS CRUCES, N. M.

*City Flower Shop, 319 S. Main.

LAS VEGAS, N. M.

*Floralart Shop, The. Phone 97.

PORTALES, N. M.

*Portales Floral Co., 201 S. E. Montana.
Phone 120.
White House Flowers, 912 College Ave.
Phone 227, Night 04R3.

SANTA FE, N. M.

*Boyle Greenhouses, R. V. Phone 12.

N. CAROLINA

GREENSBORO, N. C.

*Arthur O'Connor & Sons, P. O. Box 83.

LIBERTY, N. C.

*Mrs. Wade Hardin, Florist. Phone 28,
all hours.

MOUNT AIRY, N. C.

*Woodruff's Flowers, 130 Church St. Phone 5.

OKLAHOMA

ADA, OKLA.

*Ada Greenhouse, North Johnson St.

ALTUS, OKLA.

*Blossom Shop, 209 N. Main St.

ANADARKO, OKLA.

*Anadarko Greenhouses, 118 E. Central Blvd.
*M & P Flower Shoppe. Phone 44.

ANTLERS, OKLA.

*Antlers Greenhouse and Nursery. Phone 206.

ARDMORE, OKLA.

*Ardmore Floral Co., Box 151.
*Woerz Bros. Phone 995.

WOERZ BROS.

Our Flowers Are Fresh Because We
Grow Them



ARDMORE, OKLA.

BARTLESVILLE, OKLA.

*Myers Flower Farm and Greenhouses.
Phone 1074.

CARNEGIE, OKLA.

*Bailey's Flowers, 324 S. Delaware. Phone 97.

CHANDLER, OKLA.

*Lewis Floral Co. Phone 194.

CHEROKEE, OKLA.

*Cole's Nursery and Greenhouse, 1216 S.
Grand. Phone 88.

CHICKASHA, OKLA.

*Chickasha Greenhouse.

CLAREMORE, OKLA.

*Bowman's Flower Shop, 604 W. 3rd St.
Phone 67.

CLINTON, OKLA.

*Clinton Nurseries and Greenhouses, 1401
Frisco Ave. Phone 1063.
*Saltzman Greenhouses, 914 Court Ave.
Phone 78.

A SALES HIGHWAY

This directory is a highway to
telegraph sales. Place your sign
on the highway. The cost is
small, 50¢ per half-inch card,
90¢ for one inch.

CORDELL, OKLA.

*CordeLL Flower Shop, 417 E. Clay St.
Phone 88.

CUSHING, OKLA.

*Lavery's Flowers, Box 150. Phone 1027.

DEWEY, OKLA.

*Venable Florists, 321 Cherokee. Phone 356.

DUNCAN, OKLA.

*Crabtrees' Flowers, 1101 S. 11th St.
Phone 1106.

*Isbell Flower Shop and Greenhouse.

Phone 1249.

*Ligon's Flowers, 1103 N. 13th. Phone 785.



LIGON'S FLOWERS

Greenhouse and Nursery

1103 N. 13

Phone 785

ELK CITY, OKLA.

*Watkins Flower Shop, 603 W. 7th St.

Phone 399.

FREDERICK, OKLA.

*Frederick Florist, Greenhouse and Nursery,
700 S. 12th St.

GEARY, OKLA.

*Ewell's Flower Shop, 207 N. Canadian St.
Phone 163.

GUTHRIE, OKLA.

*Furrow & Co.

GUYMON, OKLA.

*Bonner Floral Co., 406 N. Main St. Phone 71.

HOBART, OKLA.

*Flower Shop, The, 312 Washington St.
*Hobart Flower Shop and Greenhouse, 212 S.
Main St. Phone 1150.

HOLLIS, OKLA.

*Marks Greenhouse, 1123 E. Broadway.
Phone 326.

HUGO, OKLA.

*Butler Florist, 901 E. Jackson. Phone 248.
*Byrns Floral Shop, 113 E. Bissell St.
Phone 414.

BYRNS FLORAL CO.

Phone 414 All Hours

HUGO, OKLA.

IDABEL, OKLA.

*Idabel Greenhouses.

KINGFISHER, OKLA.

*Johnston Floral Co., 115 W. Broadway.

Phone 157.

*Wildwood Florist, 308 W. Broadway.

Phone 489.

LAWTON, OKLA.

*Steddum, The Florist, 516 Ave A.

MCALISTER, OKLA.

*Weaver & Miller.

MANGUM, OKLA.

*Border Floral Co. Phones 24 and 138.
*Crittenden Flower Shop, 442 W. Jefferson St.
Phone 191.

MARLOW, OKLA.

*Kershaw's Greenhouse. Phone 84.

MUSKOGEE, OKLA.

*Bebb Floral Co., 412 W. Broadway.

*Muskogee Greenhouse Co., 1700 Locust St.

NORMAN, OKLA.

*Whistler's Southern Floral Co., 317 W. Boyd.

OKEENE, OKLA.

*Bert Brown Flower Shop. Phone 169.

OKEMAH, OKLA.

*Frerichs Flower Shop, 509 N. 4th St.

OKLAHOMA CITY, OKLA.

*Batten Floral Co., 301 N. W. 23rd.

*Herrmann's Flower Shop, 925 N. Robinson

St. Phone 2-5266.

*Higdon Flower Shop and Nursery, 3022 N. W.

39th St.

*Kathryn's Flower Shop, 529 N. W. 11th St.

*J. Wiley Richardson's Flowers, 134 W. First

St. Phone 2-2129.

*Tucker, Van H., Florist, 601 S. W. 11th St.

VAN H. TUCKER

Telegraph Florist

601 S. W. 11th St.—Phone 7-3706

OKLAHOMA CITY, OKLA.

OKMULGEE, OKLA.

*McCauley's Flowers, 109 N. Grand Ave.

Phone 48.

*Quality Flower Shop, 111 N. Morton St.



Quality Flower Shop

Florence M. Sullivan

111 North Morton Street

OKMULGEE, OKLA.

Phone 6—Night Phone 3099

*Ponca Floral Greenhouse Co., 420 Ash St.
Phone 2082; Night 2787.

PAWHUSKA, OKLA.

*Millers the Florist, E. 20th St. Phone 1235.

PONCA CITY, OKLA.

*Higdon Florist, Grand at Fourth. Phone
1178; Night 968.

*Lake Street Greenhouses, 417 N. Lake St.
Phone 2458.

PRYOR, OKLA.

*Wright's Greenhouses, U. S. Highway.
Phone 259.

PURCELL, OKLA.

*Purcell Greenhouse. Phone 137.

SAND SPRINGS, OKLA.

*Sand Springs Greenhouse.

SAYRE, OKLA.

*Kurtze Greenhouse, 613 N. 5th St. Phone 227.

SEMINOLE, OKLA.

*Dawson Flowers, Highway 270. Phone 150.

SHATTUCK, OKLA.

*Tubb Floral Co.

SULPHUR, OKLA.

*Sulphur Floral Co.

TAHLEQUAH, OKLA.

*Apex Greenhouse, 426 College St. Phone 492.

TULSA, OKLA.

*Amo Flower Mart, 1201 S. Harvard.
Phone 6-4831.

*Boston's Flower Shop, Main at Seventh.

*Boulder Ave. Greenhouse. Phone 3-7853.

*Buckles Floral Artists, 17 W. 5th St.

Phones 3-6156 and 3-6157.

A Complete Floral Service—Quality Flowers

BUCKLES FLORAL ARTISTS

RAY AND RUTH

Tulsa's Most Beautiful Flower Shop

17 West 5th Street—Phones 3-6156, 3-6157

TULSA, OKLAHOMA

*DeHaven's Flower Shop, 106 E. 15th St.

*Freeman Greenhouse and Flower Shop, 601
S. 65th W. Ave. Phone 2-9668.

FREEMAN GREENHOUSE AND FLOWER SHOP

601 S. 65th W. Ave. Phone 2-9668

Member TDS

TULSA, OKLA.

*Philtower Flower Shop, Philtower Bldg.

Phone 4-4843; night, 3-7573.

*Tulsa Blossom Shoppe. Phone 4-7109.

*Tulsa Greenhouse, Ltd., 2740 E. 21st St.
Phones 6-1146 and 6-1147.

WALTERS, OKLA.

*Walters Floral Co., 222 E. Nebraska St.

WATONGA, OKLA.

*Watonga Floral Shop. Phone 278.

WOODWARD, OKLA.

*Woodward Floral Shop and Greenhouses,
1115 Madison Ave.

OREGON

PORTLAND, ORE.

*Luke, Tommy, Flowers, 617 S. W. Sixth
Ave. Phone Atwater 3131.

TENNESSEE

CLARKSVILLE, TENN.

*Metcalfe-Florist. Phone 289 day or night.

COLUMBIA, TENN.

*Vaughan's Flower Shop, Mrs. Elsie Burt,
12th and Galloway. Phone 739, all hours.

FAYETTEVILLE, TENN.

*Wright, H. W., 224 S. Main Ave. Phone 452.

KNOXVILLE, TENN.

*Baum's Home of Flowers, Inc., 408 S.
Gay St.

This Size Card

90¢ Per Week

Baum's
HOME FLOWERS
Knoxville, Tenn.
FLOWERS TO ALL THE WORLD BY WIRE
"Say it with Flowers"

Selling flowers and florists' supplies through the entire Southland for 51 years. You will make no mistake in trusting us with your orders. Don't forget to send your Telegraph Orders to our Retail Department.

LEBANON, TENN.

*Axelson, C. J., Florist.

LENOIR CITY, TENN.

*Bowden Floral Co. Phone 38.

MEMPHIS, TENN.

*Buchignani, Florist, 1175 Madison St.

NASHVILLE, TENN.

*Joy Floral Co., 6th and Church.

WINCHESTER, TENN.

*Chattin, Mrs. E. E., Southern Nursery Co.

TEXAS

This Size Card
50¢ Per Week

ABILENE, TEXAS

*Abilene Greenhouses, 11th and Jeannette Sts. Phone 5055.

Baack's Florist, South 8th. Phone 2-0045.

†Granger Floral Co. Phone 4124, all hours.

*Philpott Florists, S. 3rd and Sayles Blvd.

*University Florist, 1202 Ambler. Phone 5169.

ALICE, TEXAS

El Jardin Floral Co., 5th and Wright Sts. Phone 185.

*Kempe's Flowers For You, 411 N. Johnson St. Phones 696 and 656.

ALMEDA, TEXAS

Laurie Don Plant and Floral Co. Phone Keystone 3-7143.

ALPINE, TEXAS

Edwards Flower Shop. Phone 44.

Highland Nursery, Box 165.

*McCool's Flower Shop, 120 Folland Ave. Phone 40.

ALTO, TEXAS

†Alto Floral Garden. Phone 168.

Powers Flower Shop. Phone 153.

ALVIN, TEXAS

†Alvin Plant Farm.

AMARILLO, TEXAS

*Cunningham Floral Co., 2511 W. Sixth St.

*Freeman's Flowers, 2119 Washington Phone 2-4353.

ARLINGTON, TEXAS

*Cannon, H. E., Nursery and Floral Co. Phone 236.

H. E. CANNON NURSERY & FLORAL CO.

Arlington, Texas F.T.D.

Jim Cannon Floral Co., 110 W. 2nd St., P. O. Box 9. Phone 9.

ATHENS, TEXAS

*Athens Floral Co. Phone 178.

ATLANTA, TEXAS

*Flower Mart, 110 W. Grand St.

AUSTIN, TEXAS

Alfi, The Florist, 2001 E. 19th St.

*Austin Flower and Gift Shop, 807 W. 12th St. Phone 8-8221.

Barton Springs Floral Co., 1626 Barton Springs Rd. Phone 2-5266.

†Brown's Flower Shop, 4300 Ave. A. Phone 3366.

BROWN'S FLOWER SHOP

T. D. S.

Phone 3366

4300 Avenue A

AUSTIN, TEXAS

*Connelly's Flowers, 206 W. 19th St.

CONNELLY'S

F.T.D. Member, Austin
CENTRALLY LOCATED, NEAR
UNIVERSITY OF TEXAS

AUSTIN, TEXAS (Continued)

*Downtown Flower Shop, 608 Brazos St.

Phone 9360, Night 20720.

*Eldon Powell, Inc., Florist, 2001 Guadalupe.

Day or Night Phone 2-9273.

*Hillyer's Flowers, 1406 Lavaca St.

For AUSTIN, TEXAS, and VICINITY
HILLYER'S

Day and Night Phones: 2-1147, 2-1148
1406 Lavaca Est. 50 Yrs. Member F.T.D.

†McPhails Wayside Florist, 605 Barton Springs Road. Phone 9964.

*Watson Flower Shop, 2602 Guadalupe. Phone 2-9294. Night, 8-8856.

WATSON FLOWER SHOP

Serving the University, Capitol, Hospitals
AUSTIN, TEXAS

BAIRD, TEXAS

*Kelton's Flower Shop, P. O. Box 1044. Phone 93.

BALLINGER, TEXAS

*Phillips Floral Co., 618 Park Ave. Phone 425.

BARTLETT, TEXAS

†Anna Zapalac Flower Shop. Phone 13. day and night.

BAY CITY, TEXAS

*Bay City Floral Co., 2917 Ave. F. Phone 2361. Hotel Floral Shop. Phone 641.

BAYTOWN, TEXAS

*Montgomery Floral Co., 210 Illinois St. Phone 640J.

BEAUMONT, TEXAS

*Beaumont Floral and Gift Shop.

Bettsworth Florist. Phone 787.

*Cuchia's Flower Shop, 1941 College St.

Phone 7511.

*Ferry's Fine Flowers, 2110 Long Ave.

*Gross Florist, Voth Rd. Phone 7034.

*Johnsen's Florists, 2190 Ave. A. Phone 2135.

*Koch Flower Shop and Greenhouse, 2270

Avenue C.

Mary-Elton Flower Shop, Park at Railroad.

Phone 2662.

*Murchison Florists, Shop No. 1, 2464 Liberty

Ave. Phone 2012.

BEEVILLE, TEXAS

*Maye, May Flower Garden, Mrs. Bess

McKinney, Prop.

BELLAIRE, TEXAS

Niday, Hannah, Florist, Box 44. Phone

M-2-4436.

BELLEVILLE, TEXAS

†Henrichsen, Mrs. Ella, Belleville's Florist.

Phone 101.

*Ueckert, Mrs. Max. Phone 196.

BIG SPRING, TEXAS

†Caroline's Flower Shop, 1510 Gregg.

Phone 103.

†Couch Floral Co., 1206 S. Gregg St.

Phone 329.

*Estab's Florist, 1701 Scurry St. Phone 349.

Leon's Flowers, 316 Runnels St. Phone 1877.

Night 1871-W.

EOERNE, TEXAS

Weidner's Florist, Route 1, Box 11.

Phone 8F-3.

BONHAM, TEXAS

†Bonham Floral Shop. Phone 241.

*Sitzler's Greenhouses. Phone 338 day or night.

BOWIE, TEXAS

*Bowie Flower Shop, 301 Strong St.

BRADY, TEXAS

Brady Floral Co.

†Steffens Flower Shop, 705 S. Bridge St.

Phones 243-R1 and 243-R2.

*Striegler Flower Shop.

BRENNHAM, TEXAS

*Giddings Flowers, S. Market St. Phones

2981. Res. 2127.

*Schubert's Florist, 1206 S. Austin St. Phone

2-252, day; 2-154, night.

Stokes Flower Shop, 709 Sycamore St.

Phone 2501.

BRIDGEPORT, TEXAS

†Bridgeport Flower and Gift Shoppe. Day

phone 146; night phone 141.

BROWNFIELD, TEXAS

Mrs. Flein McSpadden, Florist. Phone 294.

BROWNSVILLE, TEXAS

Little Flower Shop, 510 12th St. Phone 304.

*McInnis Flower Shop. Phone 901.

This Size Card
50¢ Per Week

BROWNWOOD, TEXAS

*Brownwood Floral Co.

BROWNWOOD FLORAL CO.

"Largest Floral House in
West Texas"

BROWNWOOD, TEXAS

Florists, Nurserymen, Seedsmen
Landscape Service
Phones 6515, 6519 and 4919

*Davis, A. M., Floral Co.

A. M. DAVIS FLORAL CO.

Member F.T.D.

Phone 2313 BROWNWOOD, TEXAS

BRYAN, TEXAS

*Bryan Floral and Nursery Co., 506 S. College.

Phone 2-1266, all hours.

*Smith, J. Coulter, Florist. Phone 2-6725.

*Wyatt's Flower Shop, 26th and Main St.

Phone 2-2400.

BURKBURNETT, TEXAS

Gilbert's, Mrs., Flowers, 317 E. 5th. Phone 87.

BURNET, TEXAS

Wad-El Flower Shop. Phone 107.

CAMERON, TEXAS

*Glass the Florist. Phone 300.

CANYON, TEXAS

Canyon Flower Shop, 806 Fourth Ave.

Phone 163.

†Stevens Floral Co., 900 Fourth St.

Phone 206-J.

CARTHAGE, TEXAS

*Russell's Flower Garden. Phone 9514.

CENTER, TEXAS

The Flower Shop, Mrs. Lon Price.

CHILDRESS, TEXAS

*Childress Greenhouse, 113 Ave. C, N. E.

Phone 173, all hours.

CHILLICOTHE, TEXAS

Chillicothe Florist, Mrs. W. T. Wolford.

CISCO, TEXAS

*Philpott Florist, 200 Avenue J.

CLARKSVILLE, TEXAS

*McCulloch Greenhouses, 900 W. Main.

Phone 261.

*Shackelford Greenhouse, 107 Baker. Phone

298, all hours.

CLEBURNE, TEXAS

*Cleburne Floral Co., 109 N. Main St.



CLEBURNE FLORAL CO.

109 North Main St. Phone 258

†Friou Floral and Nursery.

FRIOU FLORAL & NURSERY

Member T. D. S.

Wire Orders Solicited

Phone 995 CLEBURNE, TEXAS

CLEVELAND, TEXAS

Cleveland Flower Shop, Box 183. Phone 111.

CLIFTON, TEXAS

Clifton Floral Co. Phone 103.

COLEMAN, TEXAS

*Roach, Sam, The Coleman Florist.

*Gardner, R. A., 410 Concho St.

COLORADO, TEXAS

Barber's Flower Shop. Phone 273.

*Colorado Floral Co., Mrs. Hattie Smith

Ramsdell, Owner. Phone 5.

COMANCHE, TEXAS

†Hampton Floral Co. Phone 372.

*Johnson, Jim, Florist.

COMMERCE, TEXAS

*Bickham, B. P., Florist.

Sherrill's Floral Shop, 1812 Washington St.

Phone 155.

CONROE, TEXAS

Blossom Shop, Mrs. R. H. Weatherly,

Chambers St. Phone 240.

COOPER, TEXAS

†McKinney, Mrs. Howard, Florist. Phone 47.

CORPUS CHRISTI, TEXAS

*Caldwell Floral Co., 710 S. Carancahua St.

*Carl's Fine Flowers, 711 N. Chaparral St.

Phone 7467.

Curtis, The Florist, 2814 Dempsey.

Phone 8153.

†Flowers by Ru-Ann, 1603 S. Staples.

Phone 2-6872.

Finest for Your Orders

EMIL KREJCI, FLORIST

Member F.T.D. Corpus Christi, Texas

*Krejci, Emil, Florist. Phone 7382.

Perry's Flower Shop, 1332 Third St. Phones

2-6022 and 2-6886, all hours.

CORRIGAN, TEXAS

†Corrigan Floral Shop. Phone 34.

CORSICANA, TEXAS

- *Burson & Pearson Flower Place, 502 West Fourth Ave. Phone 286.
- *Cason Floral Co. Phone 1312.
- *Clowe Floral Co., 620 N. 5th St. Phone 443.
- †West End Flower Shop, 1577 W. 3rd Ave. Phone 844.

CROCKETT, TEXAS

- *A. & B. Florists, 112 Grace St. Phones 416 and 549.
- *Austin Floral Gardens. Phone 218.
- †Blossom Acres Florists, 1105 Houston Ave. Phone 81.

BLOSSOM ACRES FLORISTS

Serving Crockett, Grapeland, and Loyelady
Phone 81 CROCKETT, TEXAS

CROSS PLAINS, TEXAS

Scott Floral Co. Phone 88.

CUERO, TEXAS

Haak's Flower and Gift Shop, 130 E. Sarah St. Phone 326.

DALHART, TEXAS

Henry's Flowers, DeSoto Hotel Bldg. Phone 222.

King Floral Co.*DALLAS, TEXAS**

- *Adolphus Flower Shop, Adolphus Hotel Lobby. Phone R-3455.
- Ann Flower and Gift Shop, 2023 Old Greenville Road. Phone 8-9543.
- *Arcadia Floral Co., 101 Dwight St. Phone W-6919.
- *Athletic Flower Shop, 3020 N. Haskell Ave. Helene Lang Preston, Mgr. Phone L-3173.
- †Ault's Flower Shop, 2429 Hall St.
- †Beckham Floral Co., 505 W. Jefferson St.
- *Bilger, A. W., Florist, 3515 Greenville Ave. Phone Tay-8585, all hours.
- Broadvú Florist, 9002 Garland Road. Phone F-2-1244.
- *Burton, the Florist, 3323 Oak Lawn Ave. Phone L-3161.

Your Orders Are Our Orders
Direct Wire Service

BURTON'S

Orchids And Flowers

3323 Oaklawn DALLAS

- *Colonial Floral Shoppe, 2536 Forest Ave. Phone H-5169.
- *Flower-A-Day Shop, 3024 Knox St. Phone R-2581.
- *Flowers, Inc., Bill Preston, 1917 Pacific Ave. Phone R-2581.
- *Flowers by Julian, 200 N. Ervay St. Phone C-1649 and F2-1221.
- *Flower Mart. Phone L-4151.
- †G. & G. Florists, 3901 Colonial. Phone H-1747.
- *Hale, Geraldine, Florist, 307 N. St. Paul. Phone C-1311.
- Hiegert Floral Shop, 2718 Forest Ave.
- *Highland Park Greenhouse, 4444 Travis. Phone L-2730.
- Hollon Floral Co., 4613 Crozier St. Phone 4-2087.
- *Holtcamp, Mrs. Dora, 2711 Bryan. Phone Ten-31425.
- *Hudspeth Greenhouse and Floral Shop, 3306 Fairmount. Phone Central 2645.
- †Lakewood Florist, 6330 LaVista Drive. Phone Tay-4564.
- †Laura Jones, Florist, 1308 W. Davis. Phones 6-0591 and 6-5758.
- *Lang Floral and Nursery Co., 1214 Main St. Phone LD-641.

LANG FLORAL AND NURSERY CO.

State Florist Assn., S.A.F. & O.H.
DALLAS, TEXAS

- †Leverett, E. E., Floral and Nursery, 4910 W. Lovers Lane. Phone Dixon 4-1926.
- †Mann's Greenhouse and Flower Shop, 2428 Pine St. Phone H-0066.

DALLAS, TEXAS (Continued)

- *Mary Thompson's Flowers, Highland Park. Phone Lakeside 1113.
- *Nitsche Flower Store, Fred W. Dewald, Prop., 2727 Grand Ave. Phone H-2662.
- *Peacock Florists, 3305 Gaston St. Phone Tay-9103.
- Ruth Jenkins Flower Shop, Ltd., Highland Park Shopping Village. Phone 5-5138.
- *Stuart, Geo. M., Florist, Inc., 1422 Commerce St. Phone C-9174.

In DALLAS STUART'S

1422 COMMERCE STREET

DIRECT WIRES TO OUR SHOP

"Understanding Service"

*Tenison Florist Co. Phone L-3139.

TENISON FLORAL CO.
DALLAS, TEXAS
Phone 5-3139 3113 Oaklawn

*Thomas, Florist, 4108 Gaston Ave. Phone Taylor 4124.

†Veazey, Florist, 1827 N. Henderson. Phone 8-1021.

BLISS JONES

Vickery Florist

Phone T-0139 4852 E. Grand Ave.
DALLAS, TEXAS

*Vickery Florist, The, 4852 East Grand. Phone T-0139.

*Williams, B. E., Floral and Nursery Co., 4301 Lemmon Ave. Phone L-5141.

*Woods, Joe, The Flower Shop, 4501 Swiss Ave. Phone Tay-1200, all hours.

DECATUR, TEXAS

Moore, Mrs. N. A., 519 N. Church St.

DE LEON, TEXAS

†Northcutt Floral Co. Phone 9006.

DEL RIO, TEXAS

Adams' Flowers, 209 E. Garfield St. Phone 2.

*The Rose Shop, Elmira J. Menefee, Prop. Phone 504.

DENISON, TEXAS

*Denison Greenhouses (Miss Ollie Bird, Prop.) 330 W. Munson. Phone 835.

Hollenbeck's Floral and Nursery, 114 W. Monterey. Phone 642.

*Wagner's Greenhouses, 1915 W. Bond St.

DENTON, TEXAS

*Allen Flowers, 1217 W. Hickory St. Phones 40 and 460.

*Denton Flower Shop, 1710 North Elm St. Phone 223.

*Ellison-Fincher Flowers, 1109 Oakland. Phones 239 and 1024.

*Selby & Sons, R. L. Phones 374-375.

Night, 1330-J.

R. L. SELBY & SON

Phone 374

DENTON, TEXAS

DONNA, TEXAS

Dale S. Washburn Nursery. Phone 108.

DUBLIN, TEXAS

Dublin Floral Co. Phone 27.

*Stephen's Flowers. Phone 163W day and night.

EASTLAND, TEXAS

*Parker Floral Co., 400 W. Patterson. Phone 140.

EDINBURG, TEXAS

†Berry Flower Shop, North Highway. Ph. 88.

†M. Lola Skinner, Florist. Phone 157.

EDNA, TEXAS

Edna Floral Co. Phone 19.

EL CAMPO, TEXAS

†El Campo Flower Shop, 310 Washington and Third. Phone 562.

*Gloria Anne Floral Co. Phone 305.

ELECTRA, TEXAS

*Electra Floral Co., 515 N. Wichita. Phone 482.

†Stidham, Mrs. O. M., Flower Shop, 222 N. Waggoner St. Phone 338.

ELGIN, TEXAS

Dalton, Mrs. M. P., Florist. Phone 91.

EL PASO, TEXAS

†Carter's Flower Shop, 2310 N. Piedras.

Phones E-1957, E-2020.

*Five Points Flower Shop, 900 N. Piedras St. Vinson, Mrs. F. J., Florist, 2504 Wyoming St. Phone 6267, day or night.

ENNIS, TEXAS

*Dunlap Floral and Nursery Co., 307 N. Clay St.

FARMERSVILLE, TEXAS

Hendrix & Glass, Florists.

FAYETTEVILLE, TEXAS

Wayside Manor. Phone 1600-F3.

FLOYDADA, TEXAS

Hollums, Floydada Florist.

*Park Florist, 312 W. Georgia. Phone 78.

FORT STOCKTON, TEXAS

†Binl Plant and Floral Co. Phone 241.

†Rooney's Flower Shop. Phone 40.

FORT WORTH, TEXAS**Fort Worth, Texas**

Members of F.T.D. Association

BAKER FLORAL CO.

Seventh and Lamar

GORDON BOSWELL

1220 Pennsylvania

C. A. BYARS

2900 East First Street

LIGE GREEN FLORAL CO.

611 Fifth Avenue

W. B. GREEN, FLORIST

1615 Fifth Avenue

W. F. LAURENCE

407 West Magnolia Ave.

*Baker Floral Co., 7th and Lamar.
*Boswell, Gordon, Florist, 1220 Pennsylvania Avenue.

*Byars, C. A., 2900 E. First St.
†Coates Floral Co., 2600 Lipscomb St.
†Drumm Floral Co., 707 Throckmorton St.
†Flower Shop, The, 319 S. Henderson St. Phone 2-6414.

Fort Worth Floral Co., P. O. Box 845, 153 N. Riverside Dr.

*Green, Lige, Floral Co., Inc., 611 Fifth Ave. Phone 2-2101.

*Green, W. B., 1615 Fifth Ave.

*Harrison, Lester, Florist, 1622 Park Place.

**LESTER HARRISON**

1622 Park Place Phone 4-4206

FORT WORTH, TEXAS

†Joy Floral Co., 3316 Camp Bowie Blvd.
†Lane's, Mrs., Flower and Pet Shop, 1506 W. Magnolia Ave. Phone 3-9003.

*Laurence, W. F., 407 W. Magnolia Ave.
*Morningside Flower Shop, 2325 Evans Ave. Phone 9-2323.

*North Side Florist, 1539 N. Main St. Phone 6-5464, day or night.

*Sally's Flower Shoppe, 214 W. 6th St. Phone 2-2562.

Simons, Lillian, Flowers, 2525 Fifth Ave. Phone 4-3072.

†Stewart's Floral and Nursery, 2716 Roosevelt St. Phone 6-2533.

*Wright, W. D., Florist, 1013 8th Ave. Phone 3-3568.

SALLY'S FLOWER SHOPPE

Phone 2-2562 214 W. Sixth St.

Fort Worth, Texas

FRANKSTON, TEXAS

Mrs. Faye Dixon. Phone 49.

FREDERICKSBURG, TEXAS

Ludwig Flower Shoppe. Phone 501-J.

FREEPORT, TEXAS

†Freeport Flower Shop. Phone 110.

GAINESVILLE, TEXAS

†Aughtry's Flowers, 802 S. Clements St. Phone 357, day or night.

*Kaden, The Florist.

A SALES HIGHWAY

Our directory is a highway to telegraph sales. Place your sign on the highway. The cost is small, 50¢ per half-inch card, 90¢ for one inch.

GALVESTON, TEXAS

- *Bradshaw's, 2623 Broadway. Phone 2-7511.
 Coombs, Florist, 4002 Ave. Q.
 †Elbert Floral Shop, 3710 Ave. M. Phone 9857.
 †Harrison Florist, 1314 16th St. Phone 2-6841.
 †Knapp's Flower Shop, 4105 Ave. O.
 *Offer, The Florist, 1819 Ave. M.
 *Scott Flower Shop, 417 21st St.
 *Sunseri's Floral Studio, 1802 45th St.
 †Walt-Clare Florist, 1515 21st St. Phone 5176.

GATESVILLE, TEXAS

- *Graves, Mrs. J. B., Florist, 705 East Main St. Phone 43, Night 442.

GEORGETOWN, TEXAS

- Shell Nursery and Floral Co., 711 E. Fourth.

GILMER, TEXAS

- *Gates Flower Shop. Phone 43. Night Phone 100.

GLADEWATER, TEXAS

- *Kellam Flower Shop and Nursery, 509 Melba Ave. Phone 342.

GONZALES, TEXAS

- †Lang, Mrs. Fred, Florist, 317 St. Lawrence St. Phone 277.
 †Person's Flower Shop and Nursery, 620 E. St. Louis Ave.

GOOSE CREEK, TEXAS

- †Flower Shoppe, 209 E. James Ave.
 *Greer Floral and Greenhouse, 123 W. Gulf.

GRAND SALINE, TEXAS

- †Grand Saline Floral Co. Phone 128.
 †Jerry's Flower Shop. Phone 201.

GRAHAM, TEXAS

- *Graham Floral Co.

GREENVILLE, TEXAS

- *Adkisson, Wise, 1615 Walnut St.
 *Barlow, E. D., The Florist, 1014 Walnut St.

HAMILTON, TEXAS

- †Hamilton Floral Co. Phone 33.

HAMLIN, TEXAS

- †Frances Floral Shop, 800 12th St. Phone 325.
 *Hamlin Flower Shop, 9th and Hope. Ph. 246.

HARLINGEN, TEXAS

- *Pletcher, G. H., Floral Co., 1601 W. Harrison.

HASKELL, TEXAS

- *Conner, Chas. M., Nursery and Floral Co.

HEARNE, TEXAS

- Iris Flower Shop, 1205 Market St. Phone 180.

HEMPSTEAD, TEXAS

- Hempstead Floral Shop. Phone 63.

ENDERSON, TEXAS

- *Cannon's Flowers. Phone 855.
 *Rayford, Mrs. R. V., 904 S. Main.

HEREFORD, TEXAS

- †Hereford Floral Co.

HICO, TEXAS

- *Lane, Mrs. Lawrence, Hico Florist.

HIGHLANDS, TEXAS

- Gammel Florist and Nursery. Phone 2681.

HILLSBORO, TEXAS

- *Hickey's Flower Shop.

HICKEY'S FLOWER SHOP

PHONE 583

HILLSBORO, TEXAS

HOUSTON, TEXAS

- Anderson Floral and Nursery Co., 1217 N. Shepherd Dr. Phones T-0080 and T-8854.
 Avenue Floral Co., Inc., 1918-22 McKinney Ave. Phone F-6341.

IN HOUSTON—WIRE

AVENUE FLORAL CO., Inc.

South's Largest Florist

1918-21-22 McKinney

24-Hour Service Phone F-6341

- Bruegman Florist, 827 Byrne. Phone T-8563.
 †Carolyn Flower Shoppe, 200 Richmond.
 Dora's Flowers, 1848 W. Alabama.
 Phone J2-1444.
 †East End Florist Shop, 6925 Harrisburg Blvd. Phone W-4810.
 Ellington Nursery and Floral Co., 6950 Lawndale Ave.

Ph. W.6-2618, Night Ph. So. Houston 7111

ELLINGTON FLORISTS

COMPLETE FLORAL SERVICE

6950 Lawndale Ave., Houston, Texas

- †Elsie's Flower Shop, 4609 Floyd St. Phone Valentine, 2-4982.
 Harris County Nursery and Floral Co., 8121 Humble Rd. Phone C-43074.
 †Heights Floral Shop, Corner Ashland and W. 20th. Phone T-5426.

HOUSTON, TEXAS (Continued)

- Jungle Shops, Inc., 2107 Main St. Phone F9151-1.
 *Kerr, The Florist, Westheimer Dr. Phone L-4121.
 *Lawson's Flowers, McGowen at Fannin St. Phone Charter 4-4721.
 *Lowe the Florist, 7901 Easton St. Phone Wydown 9-2245.
 *Maria Flower Gardens, 5003 Canal St. Phone Woodcrest 6-3119.

Maria Flower Gardens

24-Hour Dependable Service

Phone Woodcrest 6-3119

5033 Canal St. Houston, Texas

- †Moser Flower Shop, 2215 San Jacinto St. Phone B 3-3723.

MOSER FLOWER SHOP AND GREENHOUSE

Member TDS, 2215 San Jacinto, Houston

Phones B 3-3723; Night J 2-8658

- †Murray's, 2215 Main St. Phone Preston 3626.

- †North Main Floral Co., 3307 North Main St. Phone Taylor 1356.

North Main Florist

TDS

3307 N. Main, HOUSTON, TEX.

Day and Night Phone T-1356

Personal Attention Given. A Large Stock of Flowers to Fill Your Orders.

- *Q & S Florists, 1207 Main St. Phone F-5348.

- †Queen Anne Flower Shop, Westheimer at Hazard. Phone L-5155.

- *Ryan Flower Shop, 3622 Main St. Phones L-4848, H-6523.

Trogus Flower Shop, 724 Yale St.

- *Wademan's, 3106 Main St. Phone Hadley 3111. Night, Taylor 8760.

- *Yale Street Flower Shop, 705 Yale St. Phone V 2-4266.

HUGHES SPRINGS, TEXAS

*Mayfield Floral Co.

- Thompson, Mrs. J. E., Florist. Phone 904-F, 1-1.

HUMBLE, TEXAS

- *Humble Flower Shop. Phone 138.

HUNTSVILLE, TEXAS

- *Murray, G. W., Florist, 917 Ave. F. Phone 37.

- *Wright, The, Flower Shop. Phone 40.

JACKSONVILLE, TEXAS

- *Bone Flower Shop, 531 S. Bolton St. Phone 3261.

BONE FLOWER SHOP

Phone 3261

JACKSONVILLE, TEXAS

- *Francis Floral Gardens, 517 S. Bolton. Phones 4196 and 2596, all hours.

FRANCIS FLORAL GARDEN

JACKSONVILLE, TEXAS

Member FTD—Phones 4196 and 2596

- †Jacksonville Flower Shop. Phone 2576.

Jacksonville Flower Shop

330 Kickapoo St. Phone 2576

Member TDS Mrs. T. G. Morrow, Prop.

JASPER, TEXAS

- †Jasper Flower Shop, Pep Hotel. Phone 22; night, 263 and 352.

KAUFMAN, TEXAS

- Becker Flower Shoppe. Phone 127.

Kaufman Greenhouse. Phone 144.

KENNEDY, TEXAS

- Johnson Flower Shop, 301 W. Live Oak. Phone 92.

KERRVILLE, TEXAS

- Davis, Mrs. Stuart R., 728 Myrta St. Phone 73 all hours.

- *Kerrville Greenhouses, 1315 Main St.
 *Mosty Bros. Nursery and Flower Shop, Highway 27. Phone 502.

- †Weiss, Mrs. Henry, 917 Water. Phone 27.

KILGORE, TEXAS

- *Kilgore Flower Shop. Phone 365.
 Phone 776J.
 Wehrli's Flowers, Inc., 1014 Henderson Highway. Phone 371.

KINGSVILLE, TEXAS

- *Hickman, Mrs. J. J., 222 W. Alice Ave. Phone 91, all hours.
 Huppertz, Mrs. L. A., Florist, 606 E. King Ave. Phone 759.

LA GRANGE, TEXAS

- †Lueders Flower Shop, P. O. Box 366. Phone 187.
 Mueller Floral Co., P. O. Box 634. Phone 256.

LAMESA, TEXAS

- Townsend's Flower Shop, 509 S. First St. Phone 162-M.
 *Weaver, L. J., The Florist, Mrs., 502 South Houston St. Phone 128-M.

LAMPASAS, TEXAS

- *Lampasas Flower Shop. Phone 12.
 First St.
 Lanier Florist, The, Mrs. E. B. McCrea.
 Roberts Greenhouse and Floral Shop, 1408 W. 3rd St. Phone 24W.

LAREDO, TEXAS

- Blue Bonnet Florists, 802 Washington St. Phones 82 or 960, all hours.
 †Hamilton Flower Shoppe, Hamilton Hotel. Phone 1251.
 *Reyna Florist, 515 Matamoras St. Phone 1642, all hours.

LEGION, TEXAS

- Kerrville Greenhouses.
 *Mosty Bros. Nursery and Flower Shop, Highway 27. Phone 502.

LEVELLAND, TEXAS

- City Floral. Phone 298.

LIBERTY, TEXAS

- *Colonial Flower Shop, Box 506. Phone 292.
 Oak Shade Floral, 2019 Webster. Phone 33.

LITTLEFIELD, TEXAS

- Chisholm's Floral. Phone 122.

LIVINGSTON, TEXAS

- *Flower Garden, Miss Effie Jones. Phone 310

LLANO, TEXAS

- Clymers Gardens, Florists. Phone 3701.
 Llano Flower Shop, Mrs. R. Fishbeck. Phone 234.

LOCKHART, TEXAS

- *Addie Jones Floral Co. Phone 363.
 *B. & B. Florists, W. San Antonio St. Day and Night Phone 189.
 †Irene's Flower and Gift Shop. Phones 255 and 511.

Irene's Flower & Gift Shop

LOCKHART, TEXAS

Phone 255 Member TDS Night 511

LONGVIEW, TEXAS

- Jarrell Floral Garden, 618 Arkansas St. Phones 286 and 287.

Jarrell Floral Garden

286 Phones 287

LONGVIEW, TEXAS

- *Longview Flower Shop. Phones 1137 and 1138, all hours.

LONGVIEW FLOWER SHOP

Glover-Crimm Bldg.—All Hours

F.T.D. Mrs. Errol Francis, Mgr.

- *Miller, G. A., Floral Co. Phone 92.

- †Palmer Flower Shop, 408 E. College St. Phone 436.

LUBBOCK, TEXAS

- *Baldwin's Flowers, 1214 Ave. Q. Phone 6401, Night 5363.
 †Bonny Blossom Shoppe, 2312 18th St. Phone 2-1822.
 *Lewis-Settle Floral Co. Phone 6654.
 †Mc's Flowers, 2428 8th St. Phone 2-3171.
 *Ribble's Flowers, Hilton Hotel. Phone 5744; Night, 6894.
 *Texas Floral Co. Phone day and night, 743.

LUFKIN, TEXAS

- *The Flower Shop, 503 Mantooth St. Ph. 196.

LULING, TEXAS

- *Blank's Flower Shop, 711 S. Walnut St. Phone 68.
 Clark's Flower Shop, 690 W. Austin. Phone 294.
 †Luling Florist and Nurserymen, 306 Blasco Ave. Phone 576.

This Size Card

50¢ Per Week

McALLEN, TEXAS

- *Folsom Flower Shop, 619 N. Main St. Phone 28.
 *Gilmore's Flowers. Phone 684.
 †McAllen Floral Co., 401 S. Main, Cor. Dallas. Phone 1123.
 *Phelps Flower Shop, 821 N. Main. Phone 293.

McCAMEY, TEXAS

- McCamey Floral House, West Fifth St.

McKINNEY, TEXAS

- *Coffman, W. H., 910 S. Tennessee. Phone 807.

MADISONVILLE, TEXAS

- Burtis, Mrs. S. S., Florist.

MARFA, TEXAS

- Polly's Posey Shop, P. O. Box 505. Ph. 477.

MARLIN, TEXAS

- *Bess Flower Shop, Bess Dupuy, Mgr. Phone 368.
 *Marlin Flower Shop, 410 Coleman St. Phone 313.
 *Tankersley Floral Co., N. Ward St. Ph. 537.

MARSHALL, TEXAS

- *Rainbow Floral Co., 308 E. Border St.
 *Zachry Floral Co., 808 W. Burleson St.

MART, TEXAS

- †Warren's Flower Shop, 209 N. Criswell St. Phone 228.

MASON, TEXAS

- Hey Flower Garden.

MEMPHIS, TEXAS

- *Hightower Greenhouse. Phone 491.

MENARD, TEXAS

- Menard Floral Co.

MERCEDES, TEXAS

- *Flowerland Florists and Nurserymen, West Highway. Phone 6000 F 4.
 †Johnston, Mrs. Fred, Florist, 420 S. Virginia Ave. Phones 258 and 412.

MERKEL, TEXAS

- †Missie's Floral Shop, P. O. Box 206. Ph. 40.

MEXIA, TEXAS

- *Jenkins Florist, Sparks B., 806 E. Commerce.

MIDLAND, TEXAS

- *Midland Floral Co., Fred Fromhold, Prop. Phone 1286.
 Vestal Flowers, 1500 W. Wall St. Ph. 408.

MINERAL WELLS, TEXAS

- *Hagan Floral Co. Phone 382.
 *Lone Star Florist, 900 W. Hubbard St. Phone 633.

LONE STAR FLORIST

Serving Brazos, Santo, Palo Pinto,
 Graford and Perrin
 Phone 633 FTD Mineral Wells, Texas

MISSION, TEXAS

- The Rose Shop. Phone 37.

MONAHANS, TEXAS

- Russel's Floral and Greenhouse. Phone 155.

MOUNT VERNON, TEXAS

- †Mount Vernon Floral Co. Phone 10.

NACOGDOCHES, TEXAS

- †Bailey Floral Shop, 823 Mound St. Ph. 1078.
 *Nacogdoches Floral Co.

NACOGDOCHES FLORAL CO.

F.T.D. Located in Heart of City
 NACOGDOCHES, TEXAS

- Schmidt's Floral Garden, 739 North St. Phone 127.

NAVASOTA, TEXAS

- *Alphin Flower Shop. Phone 354.
 †Smith Flower Shop, 305 Washington Ave. Phone 180.

NEW BRAUNFELS, TEXAS

- †Linnartz Floral Co., 876 W. San Antonio St. Locke, Otto M., P. O. Drawer 731. Ph. 141.
 *New Braunfels Nursery and Floral Co., Inc.

NOCONA, TEXAS

- *Nocona Flower Shop. Phone 98.

ODESSA, TEXAS

- *Maudie's Florist, East Second St. Phone 350.

TEXAS

- Flower Shop, 505 W. Main. Phone 370.

Orange Ave., Ph. 2327.

OVERTON, TEXAS

- Overton Flower Shop, Box 644. Phone 97.

PADUCAH, TEXAS

- Paducah Florist.

PALESTINE, TEXAS

- †D & R Flower Garden, 606 W. Lacy St. Phone 995.
 †McReynolds Florist, 909 N. Perry St. Phone 807.
 *Jenkins Floral and Nursery Co. Phone 1263
 *Zincke Floral Co., 1105 Louisiana St.

PAMPA, TEXAS

- *Blossom Shop, 406 N. Cuyler. Phone 21.
 *Clayton Floral Co., 410 E. Foster St.

PARIS, TEXAS

- *Goree Greenhouses, 40th St. Phone 825.
 26 Lamar St., Phone 338.
 *Nauman Greenhouses, 439 Pine Bluff St.
 *Robinius Greenhouses, 365 S. 25th St. Ph. 724.

PECOS, TEXAS

- *Johnson Floral and Gift Shop, 411 S. Alamo. Phone 113.
 *Manahan's Flower Shop. Phone 330-W.
 *Pecos Flower Shop. Phone 140.

PERRYTON, TEXAS

- *Wilson, G. R., Flower Shop. Phone 58.

PITTSBURG, TEXAS

- *Pittsburg Greenhouses. Phone 338.

PLEASANTON, TEXAS

- †Pleasanton Nursery and Floral Shop. Phone 906F3.

PORT ARTHUR, TEXAS

- †Blossom Shoppe, 1730 Procter St. Phone 2-3241. Night, 8962.
 †Hall's Flowers, 3849 28th St. Phone 2-2632.
 Hill's Flowers, 1247 DeQueen Blvd. Phone 2-4703.
 Jones Floral Shop, 4100 Orange Road.
 *Martin, Nora, Florist, Hotel Sabine Bldg. Phone 8867.
 *Page Florists, 1849 Bluebonnet Ave. Phone 6222.
 Sheppard Nursery and Flower Shoppe, 12th and Beaumont Rd. Phone 2960-W.
 †Wagner Flower Shop, 3147 5th St.
 †Warren Flower Shop, 3525 Ninth St. Phone 4413.

PORT NECHES, TEXAS

- Philip Newman, Florist, 1213 Port Neches Ave. Phone 1166.

QUANAH, TEXAS

- *Quanah Floral Co., 706 W. 6th. Phone 413.

RANGER, TEXAS

- *Ranger Floral and Nursery Co., 703 Blundell.

REFUGIO, TEXAS

- *Miller's Flower Shoppe, 300 N. Commerce. Phone 133.

RICHLAND SPRINGS, TEXAS

- Richland Springs Floral Co. Phone 159.

ROCKWALL, TEXAS

- Boyer, Florist. Phone 8; Night, 58-W.

ROSENBERG, TEXAS

- *Christie Floral Shop. Phone 587, Night 163.

ROTAN, TEXAS

- Rotan Flower Shop.

RUSK, TEXAS

- *Ross, Mrs. Lee.
 *Singletary, Mrs. T. H.

SAN ANGELO, TEXAS

- Kelly Floral Co., 306 W. Beauregard.
 *Morgan, Walker Flower Shop, 18 West Beauregard. Phone 4188.
 †Roach Floral Co., 425 N. Van Buren St. Phone 4089-4.

SAN ANTONIO, TEXAS

- †Adams Floral Co., 500 Rigsby Ave. Phones Kenwood-6521, Lambert-22701.
 †Blanch Lang Floral Co., 1920 W. Commerce. Phone G1603.
 †Blue Bell Floral Shop, 615 Roosevelt Ave. Phone K-9834.
 *Chandler Flower Shop, 812 S. Alamo St. Phones Garfield 4273, Garfield 4274.
 *Dietert's Florist, 1214 S. Hackberry St. Phone K-6189.
 *Green, Edward, Florist, 1104 Main Ave.
 †Grona Floral Co., 529 So. Hackberry St.
 *Huffmeyer, F. V. & Co., 1700 Main Ave.
 *Kelly-Scherrer Flower Shop, 326 West Josephine St.
 *King, Wm. C., Flower Shop, Gunter Hotel.
 †Kress Floral Shop, 228 Barrera St. Phone G-3527.
 Landauer's Flower Shoppe, 415 Peck Ave. Phone Lambert 22132.
 Paul Poppe, 2200 Broadway. Phone Fannin 1513.
 *Perry-Magee Flower Shoppe, 110 Broadway. Phone Cathedral 7281.
 *Rose Shop, 802 Navarro St. Phone Garfield 8238.
 *Schumann Floral Co., 215 N. Hackberry St.
 *Star Floral Co., 218 E. Josephine St., Chris Hauser.
 *Suchy's Flower Shop, 722 N. St. Mary's St. Phone Garfield 8207, Night, Travis 1092.

SAN AUGUSTINE, TEXAS

- Allen, Florist. Phone 144 or 53.
 Smith's Flower Garden. Phone 920 F 3.

SAN BENITO, TEXAS

- *Rosary Floral and Nursery Co. Phone 78.

SAN MARCOS, TEXAS

- Jennings Florists, 802 W. Burleson St.
 *Malone Flower Shop, 715 Belvin St
 *Smith's Flowers, 323 N. Austin St.



SMITH'S FLOWERS
 SAN MARCOS, TEXAS
 Day 399 PHONES Night 710-W

SANTA ANNA, TEXAS

- Quality Flower Shop.

SAN SABA, TEXAS

- Flower Mart, The, Mrs. W. H. Joekel. Phone 122.
 San Saba Floral Co., Mrs. H. B. Clark. Phone 59.

SCHULENBURG, TEXAS

- Lillie's Flower Shop. Phone 269.

SEABROOK, TEXAS

- Bracewell, Florist.

SEYMOUR, TEXAS

- Seymour Florist. Phone 71-J.

SHAMROCK, TEXAS

- *Shamrock Floral Co., 120 S. Main. Phone 340.

SHERMAN, TEXAS

- *H. O. Hannah & Son, 224 N. Travis.
 *Home of Flowers, P. O. Box 38.

SILSBEE, TEXAS

- Silsbee Flower Shop. Phone 250.

SINTON, TEXAS

- Womack Flower and Gift Shop. Phone 550.

SLATON, TEXAS

- Slaton Floral Co.

SMITHVILLE, TEXAS

- Marrs & Dean, Florists. Phone 66.

SNYDER, TEXAS

- Bell's Flower Shop. Phone 350.

SONORA, TEXAS

- Saunders, Mrs. Harold, Florist. Phone 194.

SPUR, TEXAS

- *Lee, Mrs., the Florist, 723 N. Parker. Phone 9.

STAMFORD, TEXAS

- *High, Mrs., Florist, 508 S. McKinney.

STEPHENVILLE, TEXAS

- *Browns', Florists, 922 W. Tarlton Ave. Phone 141.
 †Nifty Flower Shoppe, The, 116 W. Cage. Phone 488.

SULPHUR SPRINGS, TEXAS

- *Sulphur Springs Floral Co. Phone 245.

SWEETWATER, TEXAS

- †Nichol's Flowers, 400 Ragland St.
 *Sweetwater Floral Co., 111 Byrle St.

TAYLOR, TEXAS

- *Reid's Flower Shop, 201 Davis. Phone 165.
 †Veselka's Florist, 1602 N. Main St.

TEAGUE, TEXAS

- *Lowry, A. L., Floral Co., Box 525. Phone 158.

TEMPLE, TEXAS

- *Reed Flowers, Evelyn and John Hopkins, 9th at Central. Phone 2332.
 *Temple Floral Co., Kyle Hotel.

TEMPLE FLORAL COMPANY**KYLE HOTEL**

Mrs. Jamie Barton, Manager

All F.T.D. and non-F.T.D. Orders Given
 Our Careful Attention
 Phone 4445, TEMPLE, TEXAS

- *Temtex Floral Co., Inc., 910 S. 3rd St. Phone 3418.

TERRELL, TEXAS

- †Terrell Floral Co., 741 Griffith Ave.

TEXARKANA, TEXAS

- *Collins Floral Co. Phone 881.
 *Louise Vinson Florist, 2423 State Line. Phone 2626.
 *Pryor's Flowers, 911 Main St. Phone 2032.
 Mrs. L. Marple, Mgr.
 †Reinhardt's Gardens, 2616 Wood St. Phone 2494.
 *Viva's Flowers. Phone 949.

VIVA'S FLOWERS

Quality Flowers -- Artistically Arranged
 TEXARKANA, U.S.A.

TRINITY, TEXAS

Trinity Flower and Gift Shop, Box 23.
Phone 41.

Wayside Floral Co., Box 566. Phone 160.

TROUP, TEXAS

*Davis Floral Co., P. O. Box 715. Phone 301.
Vestal's Flower Shop. Phone 165, all hours.

TULIA, TEXAS

Garrison's Flowers, 316 E. Broadway.
Phone 83.

TYLER, TEXAS

Browne, Florist, 216 N. College St. Phone 601.

*Flower Box, The, 119 So. Broadway St.
Phone 4344.

THE FLOWER BOX

Phone 4344--Heart of City

Mrs. Errol Francis TYLER, TEXAS

Ginn, Florist. Phone 3141.

Jerry's Flower Shop, 330 S. Broadway. Phone,
day 3364; night, 2070.

JERRY'S FLOWER SHOP

"Personal Attention to Every Order"

Day 3364 Tyler, Texas Night 2070-1755

*Judge, The Florist, 1215 S. Broadway.

TYLER, TEXAS

Judge, The Florist

Phones--3333-3334

†Ryan, W. Z., Florist. Phone 434.

*Smith, Harlan, Florist, 730 S. Bois d'Arc St.
Phone 240.

†Tyler Nursery and Floral Co., 1710 N. Dixie
Highway. Phone 1140.

UVALDE, TEXAS

*Uvalde Florist. Phone 149.

*Wentz Flower Shop. Phone 332. Night, 9034.

VERNON, TEXAS

†Owen Flower Shop, 1923 Main St. Phone
844; night, 657.

*Underwood Floral Co., 1601 Pease St.

*Vernon Greenhouses. Phone 1007.

This Size Card
50¢ Per Week

VICTORIA, TEXAS

†Little Flower Shop, The, 205 N. Moody St.
Phone 210.

*Victoria Floral Co., 501 N. Main. Phone 715.

*Wedemier, Florist, 1505 N. DeLeon St.
Phone 1645.

WACO, TEXAS

*Blanton's Flower Shop, 1019 Austin Ave.
Phone 7200.

*Muhl Flowers, Hotel Raleigh. Phone 121.

†Derrick Floral and Nursery Co., 1900 Speight
Ave. Phone 5238.

*Reed's Flowers, 1025 Austin Ave. Phone 321.

I T'S
REED'S FLOWERS

IN

Waco, Texas

FTD Member

Phones 321--Night 5897

*Wolfe, the Florist, Austin Ave. at 14th St.
Phone 5166.

WAXAHACHIE, TEXAS

*Martin, Florist, 1312 W. Main. Phone 1312;
night, 228.

WEATHERFORD, TEXAS

†Fleming Flower Shop, 402 W. Oak St.
Phone 479.

Little Flower Gardens, 708 W. Columbia.
Phone 651.

Oscar Barthold, Florist. Phone 330.

*Watkins, Mrs. Josie, Florist, 202
Throckmorton St.

WESLACO, TEXAS

*Flowerland, Florists and Nurserymen, East
Highway. Phone 912 F 4.

*Link Floral Co. Phone 915 F 2.

WEST, TEXAS

Helen's Flower Shop, 511 W. Columbus Ave.
Phone 43.

WHARTON, TEXAS

*Leeds, Florist, Miss Pearl. 413 N. Fulton St.
Phone 163.

WICHITA FALLS, TEXAS

*Abbott Floral Co., 2915 Ninth St.

*Bebb's Flowers. Phone 2-2128.

*Donnelly Floral Co., 1009 Tyler St.

*Downing's, 2206 Brook. Phone 8354.

DOWNING'S F.T.D.
Most complete floral establishment in
WICHITA FALLS, TEXAS

WICHITA FALLS, TEXAS (Continued)

*Edith's Flower Shop, Eleventh at Bluff.
Phones 7337-7338. Night phone 8758.

Haynie Floral Co., 2000 Eighth St. Phone 684.

Henderson Flower Shop, 1305 8th St.
Phone 5102.

*Morgan Floral Co., 716 Tenth St.

†Powell's Flowers, Tenth at Broad.
Phone 2-0756.

WILLIS, TEXAS

Stewart, Mrs. W. T., Florist.

WILLS POINT, TEXAS

*Burns Nursery and Flower Garden.

WINNSBORO, TEXAS

*Winnsboro Floral Co., Mrs. B. F. Campbell.
Phones 42 and 86.

WINTERS, TEXAS

†Winters Flower Shop. Phone 3951.

WOODVILLE, TEXAS

Rawls Floral and Gift Shop, Rawls Bldg
Phone 140.

UTAH**OGDEN, UTAH**

*Klenke Floral Co., 2955 Washington Ave.

VIRGINIA**NORFOLK, VA.**

†Newton Conservatories, Florists, Colonial
and 24th. Phone 2-1656.

RICHMOND, VA.

*Mosmiller, Florist, 115 E. Main St.

ROANOKE, VA.

Fallon, Florist, 210 Jefferson St., S. W

Book for Growers

Up to the Minute
(Treats of all the late discoveries and
advancements)

"Commercial Flower Forcing"

By ALEX LAURIE and G. H. POESCH
(Third Edition)

565 pages, well illustrated; price
\$4.50—Order from

SOUTHERN FLORIST
Fort Worth, Texas

EASTER and MOTHER'S DAY DESIGNS

These Designs Alone, Illustrated in the

FLORISTS' HANDBOOK OF DESIGN

By E. A. BEBB

Are Worth the Price of the Book

There are more than a hundred other popular designs illustrated in this book, each with a brief description of how it was made up. They were made up by the leading artists of the country and will be helpful to you in your every-day work. Besides, they help you sell your customer a higher priced piece by showing how it will look. ORDER NOW.

Price \$2.50 Postpaid

EDWIN A. BEBB

P. O. Box 765

FORT WORTH, TEXAS

Copy must be received by Monday to insure insertion for the same week.

Classified Ad Dept.

12 1/2
Cents per line each insertion.

AGERATUM

Ageratum Mundelein, dwarf; R.C., 75¢ per 100, cash. F. H. Parker, Fort Scott, Kan.

ASPARAGUS

Asparagus Plumosus seedlings \$6.00 per 1000. These are beautiful plants. Also large supply of cut Plumosus Sprays.

ROY PATIENCE, Crescent City, Fla.

Asparagus Plumosus and A. Sprengeri, 2 1/4 in., \$2.50 per 100; \$25 per 1000.

RAY LANGSFORD, Lee's Summit, Mo.

Heavy 2 in. Asparagus Sprengeri, \$3 per 100. Lockwood Greenhouses, Lockwood, Mo.

Asparagus Sprengeri: heavy 3 in., \$8 per 100. Packing free.

HART FLORAL CO., Blackwell, Okla.

AZALEAS

AZALEAS—Ask for complete list of Budded and Lining-out Stock, Indicas, Dwarf Indicas and Kurumes.

JOHN DIRKMAAT CO.

38 W. 26th Street New York, N. Y.

DANCE'S FINE AZALEAS

Ready Now

Nice, bushy, well-shaped plants, in bud and bloom, red, pink and salmon.

| | |
|------------|------------------|
| 4 in. pots |\$.55 |
| 5 in. pots |80 |
| 6 in. pots |1.10 |
| 7 in. pots |1.50 |
| 8 in. pots |\$2.00-2.50 |

CLAUDE A. DANCE, FLORIST
Shreveport, La.

AZALEAS

Pot Grown—Well Budded.

Hexe, 4 in., 4-6 in. spread, well branched, 40¢ each.

Hexe, 6 in., 7-10 in. spread, well branched, 75¢ each.

Delivered express paid. Cash with order.

KRAMER BROS. NURSERIES

P. O. Box 2 Ontario, Cal.

60,000 AZALEAS

Mostly Formosa, 12 in. to 3 ft., fine plants, plenty of good flower buds. Cash and carry at very low prices. Flowerland Nursery, Rt. 3, Box 477, Houston, Texas.

DON'T WAIT TOO LONG

Begin your advertising now. Let the trade know what you have and your prices in time to compare your stock with that of others or arrange for terms if needed.

BEGONIAS

Indian Maid and Carmen
Bronze foliage, red and pink blooms
Prima Donna and Luminosa
Green foliage, pink and red blooms
3 in., \$10 per 100. We grow good plants. You will like them. First class packing FREE.

G. R. NOBLE, Paducah, Ky.

Begonias: the finest on the market, all in good bloom. Red and Pink Pearl, Adeline, Luminosa and Prima Donna. Heavy 4 in., 30¢; heavy 5 in., 60¢.

WOERZ BROS., Ardmore, Okla.

Begonias: Hart's Perfection: dark pink, almost red, and Hart's Delight, delicate pink, extra large flowering and the best summer bloomers there are. Full of blooms. 4 in., 25¢; 5 in., 50¢.

HART FLORAL CO., Blackwell, Okla.

BULBS

QUALITY BULBS—RIGHT PRICES

Caladium esculentums, Bananas, Antigonon Leptopus, Mexican Single Tuberoses, Amaryllis Johnsonii and Hybrids. Otto M. Locke Nursery, P. O. Drawer 731, New Braunfels, Texas.

BULBS

BULBS FOR IMMEDIATE OR SPRING DELIVERY

| ANEMONES | per 1000 |
|----------------------|-----------|
| De Caen No. 1 |\$20 |
| De Caen No. 2 |12 |
| His Excellence No. 1 |25 |
| St. Brigid No. 1 |25 |
| St. Brigid No. 2 |20 |

RANUNCULUS

| | |
|-------------------|---------|
| Giant Mixed No. 1 |25 |
| Giant Mixed No. 2 |20 |
| In Colors No. 1 |30 |
| In Colors No. 2 |25 |

CALLA ELLIOTTIANA (yellow)

| | |
|-------------|----------|
| 2-2 1/2 in. |105 |
| 2 1/2-3 in. |185 |
| 3 in. up |260 |

Gladiolus, forcing and outdoor varieties. Ask for prices.

| BLEEDING HEART | per 100 |
|----------------|---------|
| 5-8 eye |22 |
| 3-5 eye |18 |
| 2-3 eye |14 |

3% Discount for cash with order. Ask for complete list of Spring Offerings.

JOHN DIRKMAAT CO.

38 W. 26th Street New York, N. Y.

CACTI

Rainbow DeLuxe assortment: 50 mixed cacti; 50 mixed Echeverias; 50 mixed Succulents and 50 mixed Sedums—200 plants in all—\$5. Or 100 above plants, \$2.50.

Cactus Assortment No. 1—100 rare and dainty cacti, 10 varieties, \$3.75.

Cactus Assortment No. 2—100 distinctive cacti, 12 varieties, \$2.50.

Cactus Assortment No. 3—25 different cacti, \$1.25.

Rainbow Triangle Assortment—100 all-different plants, \$5.

Rainbow Echeveria Assortment No. 4—100 beautiful plants, 15 varieties, \$3.

Rainbow Echeveria Assortment No. 5—20 all-different Echeverias, \$1.25.

Rainbow Succulent Assortment No. 6—100 grandly colored plants, 25 varieties, \$2.50.

Rainbow Display Assortment—10 big exhibition plants, 5 cacti; 5 succulent plants, \$2.50.

EULALIA TURNER, Azusa, Cal.

CALADIUMS

FANCY LEAVED CALADIUM BULBS

All good, sound bulbs. Largest percentage running to the pink varieties. Prices, 1-3 in., \$6 per 100; \$55 per 1000, F.O.B. Leesburg.

EVERGREEN FERNERIES, Leesburg, Fla.

FANCY-LEAVED CALADIUMS

New crop, the finest we ever grew. This stock cannot be duplicated by others. Can you afford to waste heat, space, labor on poor stock when good Caladiums are the cheaper in the long run? No order less than 25 bulbs.

| Priced per 100 | Named Mixed |
|-----------------------|--------------------|
| 1 to 1 1/2 in. dia. |\$8.00 \$6.00 |
| 1 1/2 to 2 in. dia. |12.00 10.00 |
| 2 1/2 to 3 in. dia. |16.00 14.00 |
| 3 1/2 in. up (scarce) |sold 16.00 |

Plenty of the popular white Candidum. We make selection of finest varieties for you.

CAPE BULB CO., Sebring, Fla.

30 YEAR ANNIVERSARY OF AWARDED FANCY LEAVED CALADIUMS

Winners of the Highest Award, Florida State Exhibit, New York's World's Fair, for the Best Display, their Beauty and Color. We are offering a fine colorful collection of the most popular reds, pinks, light pinks and transparents hand-selected Florist Mixture out of the named varieties. Prices, 1-1 1/2 in., \$5; 1 1/2-2 in., \$7; 2-2 1/2 in., \$9; 2 1/2 in. and up, \$12 per 100. Remember also our white Candidum for Easter. Write for quantity prices.

NEVER IDLE GARDENS, Davenport, Fla.

CAMELLIAS

CAMELLIA JAPONICA

Excellent plants with well developed root system, in 2 1/2 and 3 in. pots—shipped in paper pots.

| | 8-10" | 10-15" |
|----------------------|-------------|--------|
| Cardinal Richelieu |\$1.00 | \$1.50 |
| Colonel Firey |1.00 | 1.50 |
| Empress |1.00 | 1.50 |
| Fanny Bollis |1.00 | 1.50 |
| Goshoguruma |1.00 | 1.50 |
| Kumasaka |1.00 | 1.50 |
| Kumasaka, Variegated |1.00 | 1.50 |
| Monjisu |1.00 | 1.50 |
| Pink Ball |1.00 | 1.50 |
| Scarlet O'Hara |1.00 | 1.50 |
| Snowdrift |1.00 | 1.50 |
| Victor Emanuel |1.00 | 1.50 |

| | 6-8" | 8-12" |
|---------------------|----------|-------|
| Alba Plena |25 | .35 |
| Brilliant |25 | .35 |
| Chandleri Elegans |25 | .35 |
| Hermes |25 | .35 |
| Pink Perfection |25 | .35 |
| Prof. C. S. Sargent |25 | .35 |
| Abby Wilder |20 | .25 |
| Bealli Rosea |20 | .25 |
| Christine Lee |20 | .25 |
| Colonial Pink |20 | .25 |
| Pope Pius IX |20 | .25 |
| Sarah Frost |20 | .25 |

Send for our new list in color for other varieties and larger sizes, as well as other items of interest.

BLACKWELL NURSERIES, Semmes, Ala.

CAMELLIAS

Class A Varieties

| | |
|----------------|------------------|
| Alba Plena | Pink Perfection |
| Enrico Bettoni | Prof. Sargent |
| Hermes | Semi-Db'l. Blush |
| Monarch | Sophia |

Prices per 100

| | *Bare-root | From pots |
|--------------|--------------|-----------|
| 3 to 5 in. |\$15.00 | \$ |
| 6 to 8 in. |20.00 | 25.00 |
| 8 to 12 in. |30.00 | 35.00 |
| 12 to 18 in. |40.00 | |
| 18 to 24 in. |75.00 | |

Class B Varieties

| | |
|------------------|---------------------|
| Mrs. Abby Wilder | Mathotiana Alba |
| Austill Pink | Prince Eugene |
| Bealli Rosea | Napoleon |
| Brown's Red | Rev. John Bennett |
| Duke de Orleans | Rose Emry |
| Elizabeth | Standard Pink |
| Gloire de Nantes | Tanner Williams Red |
| Jarvis Red | Theresa Mossine |
| Kellingtonia | T. K. Variegated |

Prices per 100

| | *Bare-root | From pots |
|--------------|--------------|-----------|
| 3 to 5 in. |\$12.50 | \$ |
| 6 to 8 in. |15.00 | 20.00 |
| 8 to 12 in. |20.00 | 25.00 |
| 12 to 18 in. |35.00 | |
| 18 to 24 in. |55.00 | |

Class C Varieties

| | |
|-------------------|-------------|
| Lady Campbell | Sangdon |
| Lily | Sarah Frost |
| Napoleon D'Italie | |

Prices per 100

| | *Bare-root | From pots |
|--------------|--------------|-----------|
| 3 to 5 in. |\$10.00 | \$ |
| 6 to 8 in. |12.50 | 15.00 |
| 8 to 12 in. |15.00 | 20.00 |
| 12 to 18 in. |25.00 | |
| 18 to 24 in. |35.00 | |

*We have been shipping small Camellias bare-rooted to distant points for several years and believe results are fully as good as when shipped from pots or B&B. It is much more economical and we have no hesitancy in recommending it for the sizes indicated above.

SEMMES NURSERIES

(Formerly Kiyono Nurseries)
Crichton, Ala.

AIRMAIL stickers: arrow shaped, red, white and blue. 100 to box, 25¢; 500, \$1, postpaid, cash with order. Southern Florist and Nurseryman, Printing Dept., Fort Worth, Texas.

CAMELLIAS

CAMELLIAS

Rare Varieties

Group II

| | |
|---------------------|-------------------|
| Colonel Firey | Mrs. Wm. Thompson |
| Debutante | Pink Star |
| Fanny Bollis | Purple Emperor |
| Kumasaka Variegated | Snowdrift |
| Lady Clare | Victor Emanuel |

Prices per each

| | *Bare-root | From pots |
|--------------|------------|-----------|
| 8 to 10 in. | \$.90 | \$ 1.00 |
| 10 to 15 in. | 1.25 | 1.50 |
| 12 to 18 in. | 2.25 | |

Group III

| | |
|----------------|-----------------------|
| Gov. Mouton | Pink Mathotiana |
| Goshogoruma | Prince Albert |
| Kimberly | Purity |
| Kumasaka | St. Elmo |
| Lady van Sitti | Suppresse Nobilissima |
| Monjisu, Red | Waterloo |

Prices per each

| | *Bare-root | From pots |
|--------------|------------|-----------|
| 8 to 10 in. | \$.45 | \$.50 |
| 10 to 15 in. | .65 | .75 |
| 12 to 18 in. | .90 | 1.00 |

*These small Camellias can be handled satisfactorily bare-rooted, like other broad-leaved evergreens, and we recommend it as a safe and economical way.

SEMME'S NURSERIES

(Formerly Kiyono Nurseries)

Crichton, Ala.

CAMELLIAS GROWN IN PEAT

Special Sale

Pot-grown, 4 in. pot, height 12-18 in., 35¢ each.
Gallon tins, height 18-24 in., branched, 60¢ each.
Covina, cherry-red, very prolific.
Clarke Red, light red, full double.
John Lainge, rose-pink, full dble., extra good.
Pink Perfection, shell pink, very popular.
Purity, double white, extra good.
Rainy Sun, very large semi-double red. Rare varieties, 4 in. pot, 8-12 in., \$1 each.
Colonel Firey, double large fiery red.
Chandleri Francine, lge. rose-pink, peony center.
Diakagura, rose-pink, white blotches, early.
Julia Drayton, large semi-double cherry-red.
Kumasaka, large deep-rose mottled with white.
Elena Nobile, brilliant flame-red late season.
Packing free on all orders of \$10 and over.
3% discount, cash with order.

KRAMER BROS. NURSERIES

P. O. Box 2 Ontario, Cal.

CANNAS

25,000 President, King Humbert, red and yellow Canna bulbs, \$20 per 1000. Clinton Nurseries and Greenhouse, Clinton, Okla.

CANNAS

Strong 2-5 eye roots— per 1000
Ambassador, poppy red, bronze foliage.....\$20
Florence Vaughan, lemon yellow 15
Hungaria, pink, green foliage 15
King Humbert, scarlet, bronze foliage 15
The President, brilliant red, green foliage..... 15
Windsor Colossal, new, red, green foliage..... 15
Wyoming, orange-pink, green foliage 15
Yellow Humbert, rich yellow, green foliage 15
F.O.B. Foley, Ala. Ready for immediate shipment. Cash 2 percent; C.O.D. net.
SOUTHERN BULB FARMS, Inc., Foley, Ala.

CHICORY ROOTS

Chicory, Asparagus, Rhubarb roots, and Horseradish. Ship now. Chicory can plant outdoors now for sale in April and May. Shipping to Texas, Oklahoma and other Southern States.

WARREN SHINN, Woodbury, N. J.

CRINUM LILIES

CRINUMS (Milk-and-Wine Lily)

Produces wonderful cut flowers during the summer. Extra large bulbs, \$8 per 100; planting stock, \$2.50 per 100.

Muskogee Greenhouse Co., Muskogee, Okla.

CROTONS

Crotons assorted: 2½ in., \$10 per 100; 6-8 in. high; 3 in., 8-12 in. high, \$15 per 100; 5 in., 12-15 in. high, 40¢ each. Louis Hahn & Son, New Orleans Branch, 2048 Gentilly Ave., New Orleans, La.

CUT FLOWERS

CUT FLOWERS IN SEASON

Will grow and cut daily to fill incoming orders: Hyacinths, Tulips, Narcissus, Roses, French Lilacs, Purple Wisteria, Hardy white Hydrangeas, Snowballs, the better Irises, Valley Lilies, Lemon Lilies, Pink and Red Amaryllis, Tuberoses, Glads, Dahlias, -Queen's Wreath, Peonies, Gardenias, Baby Glads, Crinum (two varieties), Tiger Lilies, Annual Sweetpeas, many colors, hardy Peas, white and orchid, Columbines, Shasta and Gerbera Daisies, Purple Salvia, Tithonias, Giant Marigolds and others. Ship in cut stock as needed. Orchids, Gardenias, etc.

HOLLENBECK FLORAL AND NURSERY
Phone 642, Denison, Texas.

CYCLAMEN

Cyclamen: transplanted, 4 leaves or more. No mites, no disease. Best varieties and colors. \$8 per 100; \$70 per 1000. Cash, please.

GEORGE OTTMANN

Lake St. and North Ave. Elmhurst, Ill.

DAHLIAS

DAHLIAS

LEADING SUPPLIERS OF FINEST COMMERCIAL CUT FLOWER VARIETIES

| | | | |
|------------------------|-----|-------------------------|-----|
| Avalon | 5¢ | Kiss Mee | 7¢ |
| Blue Jersey | 8¢ | Le Toreador | 5¢ |
| Bronze Ball | 4¢ | Lois Walcher | 30¢ |
| Cavalcade | 15¢ | Maude Adams | 6¢ |
| Elsie Burgess | 6¢ | Miss Belgium | 15¢ |
| Francis La Rocco | 5¢ | Mrs. LeBoutillier | 12¢ |
| F. La Rocco Imp. | 8¢ | Mrs. I. Warner | 7¢ |
| Gallant Fox | 5¢ | Myra Howard | 12¢ |
| Golden Eclipse | 8¢ | Nathan Hale | 7¢ |
| J. J. Jefferson | 8¢ | Omar Khayyam | 7¢ |
| James Kirby | 10¢ | Red Jersey | 12¢ |
| Jane Cowl | 7¢ | Rose Fallon | 7¢ |
| Jean Kerr | 5¢ | Sultan of | |
| Jersey's Beauty | 5¢ | Hillcrest | 12¢ |
| Jersey's Beacon | 7¢ | Teddy Johnson | 10¢ |
| Jersey's Triumph | 7¢ | Thomas Edison | 15¢ |
| Kentucky | 7¢ | White King | 6¢ |

SPECIAL! Jersey's White Beauty, outstanding florists' white 12¢.

Leading Pompoms

| | | | |
|---------------------|----|---------------------|----|
| Amber Queen | 6¢ | Little David | 6¢ |
| Bronze Beauty | 6¢ | Little Herman | 6¢ |
| Catharine | 6¢ | Mary Munns | 8¢ |
| Edith Mueller | 6¢ | Rosa Wilmoth | 6¢ |
| Hazel | 6¢ | Rothout | 6¢ |
| Indian Chief | 6¢ | Snowclad | 6¢ |
| Joe Fette | 7¢ | Yellow Gem | 7¢ |

SPECIAL! MORNING MIST, Leading florists' Pompon, many flowers and fine stems, white and lavender, 8¢.

WALTER J. GUILLE, Inc.

Dahlia Specialists, Hicksville, N. Y.

DAHLIA DIVISIONS WITH EYES

Extras added to help pay transportation.
5% discount for cash.

Jersey Beauty, Avalon, Le Toreador, Larocco and Jean Kerr, 4¢.
Jersey Beacon, Jane Cowl, Gallant Fox, Mrs. Warner, Golden Eclipse, White King, Imp. Larocco, Nathan Hale, Omar Khayyam, Florists White, Rose Glory, Cerise Queen and American Beauty Ball, 5¢.
Maude Adams, Blue Jersey, Kentucky, Long Island Red, Sagamore, Sagamore Gold, and Watching Giant, 6¢.
James Kirby, Kiss Me, Chautauqua Salute, and Mrs. Lee Boutillier, 7¢.
Hunt's V. Wonder, Monmouth Champion, White Jersey Beauty, Salmon Supreme, Dr. Carmen, White Wonder and Mrs. Wheeler, 8¢.

Queen City, Calif. Idol, Red Jersey, Cavalcade, Cigarette, E. Vanderveer, Honor Bright, Jersey Glory, Ruby Taylor and Purple Kiss Me, 10¢.

Clara Carder, Jersey Dainty, Sultan of Hillcrest and Star of Bethlehem, 12¢.

Buckeye Bride, E. Ferber, Ft. Monmouth, Golden Standard, King Midas, Kentucky Sun, Maryland Glory and Satan, 15¢.

D. W. Morrow, Forest Fire and Good Night, 25¢.

Good Mixed, \$3.50 per 100.

POMPONS: Edith Mueller, Cardinal, Bobby Bronze Beauty, Yellow Gem, Little Herman, Hazel, Indian Chief, Joe Fette, Little Dorothy, Snowclad, Mary Munns, Honey and Morning Mist, 5¢. Mixed, \$3.50 per 100.

MINIATURES: Baby Royal, Paddy, Fairy, Sylvia and Whisper, 8¢; Bishop of Llandaff, 15¢. Tritoma divisions, 25 for \$1; 50 for \$1.90; 100 for \$3.75; 1000 for \$30.

MASSAPEQUA FLOWER GARDENS

Massapequa, L. I., N. Y.

DAHLIAS

60,000 Dahlias. State-inspected. See last week's issue of Southern Florist for varieties and prices.

BRECKSVILLE DAHLIA FARM

FERNS

Boston Ferns: our usual fine stocky plants, 5 in., 60¢; 6 in., 85¢.

WOERZ BROS., Ardmore, Okla.

FUCHSIAS

Fuchsias: Pink Beauty, -R.C., \$1.75 per 100, cash. F. H. Parker, Fort Scott, Kansas.

FUCHSIA BLACK PRINCE

4 inch, \$25 per 100.

Muskogee Greenhouse Co., Muskogee, Okla.

GARDENIAS

Gardenia Veitchii: nice clean plants with blooming size buds. 5 in. size, 40¢; 6 in., 60¢.

Hadley, Mystery, Pride of Daisy Hill, McLellan 23; Grandiflora Fortunei and Radican: 2½ in., \$8 per 100; 3 in., \$12 per 100.
Casadaban's Nurseries, Abita Springs, La.

GERANIUMS

HY-GRADE PROPAGATING STOCK

Unrooted Only, \$15 per 1000

100 at 1000 Rate

Now able to supply immediately

Scarlet Dble.: Trego, Michel Buchner, Gen. Grant, Scarlet Beauty, Red Barney, Wyona, Red Fiat, Olympic.
Red Dble.: Abbie Schaffer, Hartman.
Red Sgle.: Hall Caine, John Forbes, Berkeley Brilliant.

Dark Red Dble.: Radio Red, Pride of Camden, S. A. Nutt.

Rose Pink Dble.: Thos. Meehan, Mrs. Gloede, Irvington Beauty.

Light Pink Dble.: Oberle, Appleblossom, Mdme. Jaulin.

Shrimp Pink Dble.: Lawrence, Teddy Roosevelt.

Dark Pink Dble.: Jean Viald, Calif. Beauty, Calif. Giant, Pink Barney.

Salmon Dble.: Poitevine, Landry.

Salmon Sgle.: Leeper, E. G. Hill.

White Dble.: Mme. Buchner.

Orange Sgle.: Kovalevski.

Cerise Dble.: Montmart, Kunze, Emile David, Ruby.

Bicolors—Coral with white centers: Sgle.: Single Dryden, Alice of Vincennes. Dble.: Double Dryden, Anita Warren.

Variegated: Pollock, Happy Thought, Jubilee.

Ivy-leaved: Light medium and rose pink, red

Scarlet, lilac, lavender, mauve, purple, white.

SOUTHERN CALIF. GERANIUM GARDENS

106th and Crenshaw Inglewood, Cal.

GERBERAS

GERBERAS (POOLEY'S)

First premium Los Angeles county fair for 18 years. Choice divisions, 6¢. Fresh selected seed, \$2 per 1000.

POOLEY'S FLOWERS, Pomona, Cal.

GLADIOLUS

Kendall's Gladiolus Gardens, Box 36, Troutdale, Oregon.

Our bulbs are grown on high land without irrigation. Ask for our wholesale price list.

Gladiolus: Betty Nuthall, Nos. 3, 4, 5 @ \$5, \$3, \$2 per 1000, prepaid.

MRS. W. T. HARDIN, Stafford, Ala.

GREENHOUSE SUPPLIES

Garlanite, calking compound, 1 gallon cans, \$2.80; 5 gal. cans, \$13.75; 10 gal. cans, \$27. Glasstite, 8 tubes per carton, \$3.10. Garland Shading Compound; write for prices. Paragon Greenhouse Sprayers, 12½-gallon size, \$25.95. Greenhouse heaters: Southern Burner, Model C Unit heater, \$10.35 each; Automatic, \$17.50 each. We have WPB forms, PD-1A.

FORT WORTH FLORAL CO.

Fort Worth, Texas

HEMEROCALLIS

Hemerocallis: Gold Dust, Dr. Regel. Large divisions, \$1.50 per 100, \$10 per 1000, prepaid.
MRS. W. T. HARDIN, Stafford, Ala.

AIRMAIL stickers; arrow shaped, red, white and blue. 100 to box, 25¢; 500, \$1, postpaid, cash with order. Southern Florist and Nurseryman, Printing Dept., Fort Worth, Texas.

HYDRANGEAS

MERRITT'S HYDRANGEAS BLOOM

For Growing on—All Prices per 100.
 "Merritt's beauty" (Pat. applied for), Norwood (not patented). R.C.'s, \$20; 2 in., \$30; 3 in., \$40.

"helen merritt" (Plant Patent No. 276). Elbe, Regula, Strafford. R.C.'s, \$15; 2 in., \$20, 3 in., \$25.

Altona, Europa, Hamburg, Kuhnert, Merveille, Rosabelle, R.C.'s, \$10; 2 in., \$15; 3 in., \$20. Deutschland, E. Mouliere, Gert. Glahn, Goliath, M. Baardse, M. Foch, Neidersachsen. R.C.'s, \$5; 2 in., \$8; 3 in., \$15.

A limited amount of 4 in. plants for late forcing this Spring.—Our selection of varieties at \$30 per 100.

Write for cultural suggestions and complete list of varieties. Fall prices on request.

JOSEPH S. MERRITT

Hydrangea Specialist, Box F, Dundalk, Md.

IMPATIENS

IMPATIENS SULTANI

Strong 2 1/4 in., mixed colors in bloom, \$4.50 per 100; \$40 per 1000.

Muskogee Greenhouse Co., Muskogee, Okla.

ISMENE

ISMENE CALATHINA

1 3/4-2 in. \$7.50 per 100
 2-2 1/2 in. 10.00 per 100
 2 1/2-3 in. 15.00 per 100
 3 in. and up 20.00 per 100

WALTER J. GUILLE, Inc.

Flower Bulb Specialists, Hicksville, N. Y.

IVIES

Hahn's Ivy: R.C., \$1.50 per 100; 2 1/4 in., 5¢, cash. F. H. Parker, Fort Scott, Kansas.

Hahn's, Merion Beauty and English Ivies. Good growth and runners: 2 1/4 in., \$5 per 100. R.C., 200 for \$1.

W. G. ESCOTT, Fort Smith, Ark.

LILIES

REGALE LILIES

4-5 in. \$4.00 per 100
 5-6 in. 5.50 per 100

WALTER J. GUILLE, Inc.

Flower Bulb Specialists, Hicksville, N. Y.

LINING-OUT STOCK

LINING-OUT STOCK

Nandinas, 4-6 in., 2 1/4 in. deep pots, \$5 per 100.
 Gardenia Fortunei, 4-8 in., 2 1/4 in. deep pots, \$5 per 100.
 Gardenia Fortunei, 8-12 in., 2 1/4 in. deep pots, \$6 per 100.
 Gardenia Fortunei, 12-18 in., 2 1/4 in. deep pots, \$8 per 100.
 Magnolia Grandiflora, once transplanted, 8-12 in., \$5 per 100; 12-18 in., \$10 per 100.
 Cherry Laurel, 4-8 in., \$1 per 100; 8-12 in., \$1.50 per 100.
 Japan Ligustrum, 4-8 in., \$1 per 100; 8-12 in., \$1.50 per 100; 12-18 in., \$2 per 100.

BURNS NURSERY and FLOWER GARDEN
 Myrtle Springs, Texas

per 100

Gardenia Stricta Nana (Dwarf), 8-10 in., 2 1/2 in. pots \$5.00
 Gardenia Radican, 6-8 in., 2 1/2 in. pots 7.00
 Gardenia Fortunei transplants, 6-8 in. 5.00
 Yeddo Hawthorne (Raphiolepis), 4-6 in., 2 1/2 in. pots 7.00
 Pittosporum Tobira, 6-8 in., 2 1/2 in. pots 7.00
 Pfizer Juniper, 2 yr., 2 1/2 in. pots, branching 10.00
 Windmill Jasmine, 2 1/2 in. pots, heavy 5.00
 Japan Ligustrum, 8-12 in. \$1.50 per 100
 Cherry Laurel, 8-12 in. 2.00 per 100
 Barbados Cherry, 2 1/2 in. pots
 8-12 in., 2 yr. 6.00 per 100
 Wax Ligustrum, 6-8 in. from beds 3.50
 Ready for field, per 1000 30.00

BRADSHAW'S NURSERY

League City, Texas

Live Oak Trees: Liners, 18-24 in., \$6 per 100.

THE PINES NURSERY, New Roads, La.

LINING-OUT STOCK

LINING-OUT STOCK

All choice stock in 2 1/4 in. long pots unless otherwise mentioned.

Arborvitae, Baker's, 8-10 in., 8¢.
 Arborvitae, Berckman's, 8-10 in., 8¢.
 Arborvitae, Bonita, 6-10 in., 8¢.
 Pfizer Juniper, 4-6 in., 6¢; 8-10 in., 8¢; 10-12 in., 10¢; extra heavy, 12¢.
 Andorra Juniper, 6-8 in., 8¢.
 Spiny Greek Juniper, 4-6 in., 6¢.
 Tamariscifolia, 4-6 in., 6¢.
 Arizona Cypress, 8-12 in., 8¢.
 Nandina, 4-6 in., 6¢; 6-8 in., 8¢.
 Mahonia, 3 in. pots, 6-10 in., 10¢.
 Pyracanthus L., 10-15 in., 8¢.
 Pyracanthus, Barlow's Red, 10-15 in., 8¢.
 Jasmine Floridum, 12-18 in., 8¢.
 Abelia, 10-15 in., 8¢.
 Wax Ligustrum, 6-10 in., 6¢.
 Ilex Burfordi, 4-6 in., 8¢.
 Ilex Cornuta, 4-6 in., 8¢.
 Ilex Caccina (Dahoon), 8-12 in., 10¢.
 Red Yucca, 6-8 in., 5¢.

Amoor Seedlings

5-8 in. \$4.50 per 1000
 8-12 in. 7.00 per 1000
 12-18 in. 9.00 per 1000
 18-24 in. 12.00 per 1000

Fall planting has much advantage over late planting. You will be pleased with these plants. We take special care to pack carefully in light crates.

E. D. BARLOW, THE FLORIST
 Greenville, Texas

LINING-OUT STOCK

Carefully propagated, well rooted, selected plants which have received a good start in life. Field grown and outdoor frame grown. Per 1000 at 10% less than per 100.

ARBORVITAE per 100
 Baker's Hybrid rooted cuttings \$7.00
 Baker's Hybrid 2 1/4 in. 10.00
 Baker's Hybrid field 12.00
 Berckman's Golden rooted cuttings 7.00
 Berckman's Golden 2 1/4 in. 10.00
 Berckman's Golden field 12.00
 Bonita rooted cuttings 7.00
 Golden Bonita, rooted cuttings 7.00
 Goldspire, rooted cuttings 7.00
 Ramsey's Hybrid, rooted cuttings 6.00

JUNIPERS

Ashford, field 8.00
 Pyramidal, field 12.00
 Pfizer, rooted cuttings 7.00
 Pfizer, 2 1/2 in. 10.00
 Pfizer, field 12.00
 Procumbens, rooted cuttings 8.00
 Procumbens, field 12.00
 Spiny Greek, rooted cuttings 8.00
 Sylvestris, field 10.00
 Sylvestris, rooted cuttings 8.00
 Virginialis, rooted cuttings 8.00
 Von Ehron, rooted cuttings 7.00
 Von Ehron, 2 1/2 in. 10.00
 Von Ehron, field 12.00

BROADLEAVED

Boxwood, B. sempervirens, rooted cuttings 5.00
 Black Gum Seedlings 2.00
 Black Gum Seedlings, field 4.00
 Dogwood Seedlings, white 2.00
 Euonymus radicans, field 5.00
 Euonymus patens, field 6.00
 Mahonia bealli, 2 1/2 in. 10.00
 Pyracantha atalantoides, rooted cuttings 5.00
 Pyracantha lalandi, rooted cuttings 5.00
 Sumac, Rhus virens, rooted cuttings 5.00

CHINESE HOLLY (Burfordi)

6-8 in. 8.00
 8-12 in. 14.00
 12-15 in., 4 1/2 in. pots 18.00

VERHALEN NURSERY, Scottsville, Texas

LINING-OUT PLANTS

In order to make room for other plants we are offering the following well grown pot plants and rooted cuttings at the following prices for CASH with order.

Per 100
 Pfizer, 2 in. pot, 8-10 \$7.50
 Pfizer, well-rooted cuttings 5.00
 Baker's Arb., 2 in. pots, 8-10 7.50
 Bonita Arb., 2 in. pots, 8-10 7.50
 Berckman's Arb., 2 in. pots, 8-10 7.50
 Golden Bonita, 2 in. pots, 8-10 7.50
 Arizona Cypress, 2 in. pots, 8-12 6.00
 Arizona Cypress, 2 in. pots, 12-16 8.00
 Arizona Cypress, 2 in. pots, 16-20 10.00
 Pyracantha Atalantoides, 2 in., 12-16, red berries 8.00
 Nandinas, 2 in. pots, extra nice plants 6.00
 Photinia Serrulata, 2 in. pots 6.00
 Eu. Japonica, 2 in. pots, 12-20 6.00
 Eu. Japonica, rooted cuttings 2.00

Cash with order and no packing charges.

HENDRIX & GLASS, Farmersville, Texas

LINING OUT STOCK

Buxus Japonica, well branched, field-grown plants. 12 in., \$20 per 100.

THE PINES NURSERY, New Roads, La.

LINERS

| | Inches per 100 | |
|------------------------|----------------|--------|
| Baker's Arborvitae | 6-8 | \$6.00 |
| Bonita | 6-8 | 6.00 |
| Spiny Greek Juniper | 4-6 | 6.00 |
| Pfizer Juniper F. | 4-6 | 6.00 |
| Rosedale Arb. (Trans.) | 6-8 | 3.50 |
| Waxleaf Privet | 8-10 | 3.50 |
| Euonymus Japonica | 10-12 | 3.50 |
| Magnolia Grandiflora | 8 | 4.00 |
| Gardenias | 4 | 4.00 |
| Abelias | 8-10 | 3.00 |
| Jasmine Nud. | 10-12 | 3.00 |

PORTO RICO SWEET POTATOES,
 \$3 per 1000.

All packed f.o.b. Stephenville.

FITZGERALD NURSERY

Stephenville, Texas

LINING-OUT STOCK

Coniferous Evergreens

| | Per 100 | Per 1000 |
|--|---------|----------|
| BIOTA Aurea Conspicua: | | |
| 2 1/4 in. pots | \$15.00 | \$120.00 |
| BIOTA Aurea Nana: | | |
| Rooted cuttings | 8.00 | 60.00 |
| 2 1/4 in. pots | 10.00 | 90.00 |
| 6-9 in., field-grown | 15.00 | 120.00 |
| BIOTA Aurea Nana Globosa: | | |
| Rooted cuttings | 8.00 | 60.00 |
| 2 1/4 in. pots | 10.00 | 80.00 |
| BIOTA Bakerii: | | |
| Rooted cuttings | 8.00 | 60.00 |
| 2 1/4 in. pots | 10.00 | 80.00 |
| BIOTA Beverlyense: | | |
| 2 1/4 in. pots | 10.00 | 80.00 |
| 9-12 in., field-grown | 12.00 | 100.00 |
| BIOTA Bonita: | | |
| Rooted cuttings | 8.00 | 60.00 |
| 2 1/4 in. pots | 10.00 | 80.00 |
| BIOTA Excelsa: | | |
| Rooted cuttings | 8.00 | 60.00 |
| 2 1/4 in. pots | 10.00 | 90.00 |
| BIOTA Howardii: | | |
| Rooted cuttings | 8.00 | 60.00 |
| 2 1/4 in. pots | 10.00 | 80.00 |
| BIOTA Ramseyi: | | |
| 2 1/4 in. pots | 10.00 | 80.00 |
| BIOTA Rosedale: | | |
| Rooted cuttings | 6.00 | 50.00 |
| 4-6 in., field-grown | 8.00 | 60.00 |
| CUPRESSUS Worthiana (Hardy Italian Cypress): | | |
| Rooted cuttings | 8.00 | 60.00 |
| 6-8 in., 2 1/4 in. pots | 10.00 | 80.00 |
| JUNIPER Pfizeriana: | | |
| Rooted cuttings | 8.00 | 60.00 |
| 2 1/4 in. pots | 10.00 | 80.00 |
| 2 1/2 in. pots | 12.00 | 100.00 |
| JUNIPER Pfizeriana Aurea: | | |
| Rooted cuttings | 8.00 | 60.00 |
| JUNIPER Communis Kiyono: | | |
| 2 1/4 in. pots | 12.00 | 100.00 |
| JUNIPER Japonica Procumbens: | | |
| 2 1/4 in. pots | 10.00 | 80.00 |
| JUNIPER Sabina: | | |
| 2 in. pots | 9.00 | 70.00 |
| JUNIPER Sabina Horizontalis: | | |
| 2 in. pots | 9.00 | 70.00 |
| 4-6 in., transplanted | 10.00 | 90.00 |
| JUNIPER Sabina Tamariscifolia: | | |
| 2 1/4 in. pots | 10.00 | 80.00 |
| JUNIPER Spotted: | | |
| 2 1/4 in. pots | 10.00 | 90.00 |
| RETINOSPORA Plumosa: | | |
| 2 1/4 in. pots | 10.00 | 80.00 |
| RETINOSPORA Squarosa, Veitchii: | | |
| 2 1/4 in. pots | 10.00 | 80.00 |
| THUYA Occidentalis Elegantissima: | | |
| 2 1/4 in. pots | 10.00 | 80.00 |
| THUYA Occidentalis Globosa: | | |
| 2 1/4 in. pots | 10.00 | 80.00 |
| THUYA Occidentalis Wareana: | | |
| 2 1/4 in. pots | 10.00 | 80.00 |

BROADLEAVED EVERGREENS

ABELIA Grandiflora:
 Rooted cuttings 4.00 30.00
 BUXUS Sempervirens:
 Rooted cuttings 6.00 50.00
 4-6 in., transplants 9.00 70.00
 EUONYMUS Japonica, Golden:
 Rooted cuttings 5.00 40.00
 EUONYMUS Patens:
 Rooted cuttings 4.00 30.00
 JASMINE Humile:
 Rooted cuttings 4.00 30.00
 LEUCOPHYLLUM Texanum:
 2 1/4 in. pots 10.00 80.00
 LIGUSTRUM Lucidum Compactum (Wax):
 Rooted cuttings 5.00 40.00
 2 1/4 in. pots 8.00 70.00
 NANDINA Domestica:
 4-6 in. 10.00 80.00
 6-9 in., transplants 12.00 100.00
 9-12 in., transplants 15.00 120.00

BAKER BROS. NURSERY

Box 828

Fort Worth, Texas

LINING-OUT STOCK

CHERRY LAUREL SEEDLINGS
4 to 8 inches, \$1.25 per 100, postpaid, cash.
W. J. CASSIDY
Arlington, Fla.

Elaeagnus pungens
Two-year seedlings

12-15 Inch \$10.00 per 100
8-12 Inch 7.50 per 100
6-8 Inch 5.00 per 100
Sample bunch of 50, row-run for \$3 postpaid.
CHASE NURSERY CO., Chase, Ala.

Photinia Serrulata out of 2 1/4 in. pots.
6-8 in., 7¢.

PAUL EASLEY'S NURSERY
Route 2, Paris, Texas.

MAGNOLIA GRANDIFLORA

WANTED

Potted Magnolia Grandiflora Liners.
To save time send sample when quoting prices.
Will use considerable amount.

VERHALEN NURSERY CO., Scottsville, Tex.

MISCELLANEOUS STOCK

Austin Dewberry, Lawton and Dallas Blackberry, \$10 per 1000. Extra heavy field-grown Amoor Privet, 3-4 ft., 6¢; 4-5 ft., 8¢; 5-6 ft., 10¢. Yellow King Humbert, President (Red), Ambassador (Red Bronze foliage); Cannas, \$3.50, 100 any variety on assorted. Nandina, 2 yr. seedlings, 3-4 in., 5¢; 4-6 in., 7 1/2¢. Friour Floral and Nursery, Cleburne, Texas.

Rhododendron Max., Mountain Laurel, Hemlock, Holly and Flame Azalea. Please write for special Price List.

J. F. NORRIS, Doeville, Tenn.

BLOOMING PLANTS

Azaleas: Pink, nice plants with good buds and bloom, 5 in., 50¢ each; 6 in., 65¢ each.
Begonias: Pink and Red, 4 in., 20¢ and 25¢; 5 in., 40¢ and 50¢.
Primroses: bud and bloom, 40¢ and 50¢.
Hibiscus: 4 in., 18-24 in. high, per 100, \$20.
Asp. Plumosus: 2 1/4 in., per 100, \$5.
Asp. Sprengeri: 2 1/4 in., per 100, \$4.
Antigonon leptopus (Queens Wreath); 1 yr. old, per 100, \$1.50.
Sansevieria, green, 2 1/2 in. pots, \$10 per 100.
Geraniums: Buchner, white, heavy, 2 1/4 in., per 100, \$6.
Marigolds: seedlings, Sunset Giants and Double Lemon, per 100, 75¢.
Snapdragons: Cheviot Maid Supreme, Koester's White and Lucky Strike, 2 in., per 100, \$3.50.
Cinerarias: 2 1/4 in., per 100, \$4; 3 in., per 100, \$6.
Packing charge, 5%. Clay pots, 10%.

C. CANTU

R. 5, Box 33 Fort Worth, Texas

Fuchsias, Little Beauty, 2 1/4 in., \$6 per 100.
Marie Vogel Pelargoniums, 2 1/4 in., \$8 per 100.
A. N. KINSMAN, Inc.
Austin, Minn.

NANDINAS

1 year old Nandina liners from seed-bed; bed run, \$2.50 per 100, or \$20 per 1000. Pope Nursery, 4020 Race St., Fort Worth, Texas.

NURSERY STOCK

Azaleas, Camellias, Gardenias, Nandinas, Ligustrums, Junipers, Thuyas and many other items in lining-out and specimen sizes. Send for our list in color of highest quality stock grown in this section.

BLACKWELL NURSERIES, Inc.
Semmes, Alabama.

2000 Lodense Privet, 2 yr. plants. 10-12 in., \$10 per 100; 12-18 in., \$15 per 100, f.o.b. Free packing. Texas points only.

COOKE COUNTY NURSERY

Box 426
Gainesville, Texas.

200 3-yr. sheared-back Pfizers, \$1.
2-yr. row-run Pfizers, 40¢ each; 2-yr. Bridal Wreath, 5¢; 2-yr. Wegelia Rosea, 5¢; 4000 field-grown hedging Abielas, 12-18 in., 3¢; 18-24 in., 4¢. Write for special price on roses.
RUSK COUNTY NURSERY, Henderson, Tex.

Bolleaneas, 5-6 ft., branched, 35¢ each. Whips, 4-5 ft., 6¢. Chinese Elms, all sizes, 4-6 ft., 2 yr. seedlings from field rows, 5¢ each. Cash, please.

ROSE HILL NURSERY, Plainview, Texas

Several thousand Watermelon Red and Purple Crape Myrtles. Plants are stocky and well branched. 18-24 in., 8¢; 2-3 ft., 10¢; 3-4 ft., 12¢; 4-5 ft., 15¢ each. Minimum order, \$1. Jacksonville Nursery, W. K. Strother, owner, Jacksonville, Texas.

NURSERY STOCK

NURSERY STOCK

| Variety, priced per 100 | 6-8" | 8-12" | 12-18" |
|-----------------------------------|--------|--------|--------|
| Barberis atropurpurea | \$5.00 | \$6.00 | \$8.00 |
| Buxus harlandi | 8.00 | | |
| Buxus japonica | 7.00 | 8.00 | 10.00 |
| Camellia Sasanqua (cutting grown) | 12.50 | 15.00 | 20.00 |
| Elaeagnus pungens | 7.00 | 8.00 | 10.00 |
| Elaeagnus p. Fruitlandii | 7.00 | 8.00 | 10.00 |
| Elaeagnus Aurea maculata | 8.00 | 10.00 | 12.50 |
| Feijoa sellowiana | | | 12.50 |
| Ilex c. Angustifolia | 7.00 | 8.00 | 10.00 |
| Ilex c. Bullata | 8.00 | 10.00 | |
| Ilex c. microphylla | 8.00 | | |
| Ilex c. rotundifolia | | | 10.00 |
| Ilex cornuta Burfordii | 8.00 | 10.00 | |
| Ilex cornuta femina | 8.00 | 10.00 | |
| Jasminum floridum | | | 8.00 |
| Jasminum primulinum | | | 8.00 |
| Laurocerasus (Cherry Laurel) | | 5.00 | 8.00 |
| Ligustrum Coriaticum | 7.00 | 8.00 | 12.00 |
| Ligustrum Lucidum | 7.00 | 8.00 | 10.00 |
| Magnolia fuscata (Banana shrub) | 8.00 | | |
| Magnolia glauca | | | 10.00 |
| Mahonia Bealii | 8.00 | | |
| Mahonia fortunei | 8.00 | 10.00 | |
| Osmanthus fortunei | 8.00 | 10.00 | 12.50 |
| Osmanthus fragrans (sweet olive) | 8.00 | 10.00 | 12.50 |
| Osmanthus aurea | 8.00 | 10.00 | 12.50 |
| Photinia glabra | | 8.00 | 10.00 |
| Pittosporum tobira | 5.00 | 7.00 | 8.00 |
| Pyracantha formosana | 8.00 | | 12.50 |
| Pyracantha Lalandi | 8.00 | | 12.50 |
| Viburnum suspensum | 7.00 | 8.00 | 10.00 |
| Jun. c. Sylvestris | 10.00 | 12.50 | 17.50 |
| Jun. c. Pfitzeriana | 10.00 | 12.50 | |
| Jun. Sabina | 7.00 | 8.00 | 10.00 |
| Podocarpus sinensis | 6.00 | 8.00 | 10.00 |
| Retinospora Ericoides | 6.00 | | |
| Retinospora Squarrosa Veitchii | 6.00 | | |
| Thuya O. Aurea nana | 10.00 | 12.00 | 15.00 |
| Thuya O. Bakerii | 7.00 | 8.00 | |
| Millettia (Formosa Wisteria) | 10.00 | 12.00 | |

| | Pots, 1 yr. | Pots, 2 yr. | 12-18" BR |
|--------------------------|-------------|-------------|-----------|
| Magnolia Soul. Nigra | \$10 | \$15 | \$15 |
| Magnolia Soul. Liliflora | 10 | 15 | |
| Magnolia Rustica rubra | 25 | | |

SEMMES NURSERIES

(Formerly Kiyono Nurseries)
Crichton, Ala.

CYPRESS

Arizona Cypress, 8-12 in., \$6; 12-16 in., \$8; 16-20 in., \$10; price per 100, from 2 in. pots. Cash please, no packing charge.

HENDRIX & GLASS, Farmersville, Texas

Wax Ligustrum, 18-24 in., 40¢; 3 ft., 60¢; 4 ft., 90¢.

Cherry Laurel, 20¢ per ft., sheared.

Yaupon, with or without berries, 25¢ per ft., sheared.

A full line of ornamental nursery stock.

BRADSHAW'S NURSERY, League City, Tex.

Photinia Serrulata and Glabra. Strong, 2 1/4 in., \$7 per 100.

C. E. MAJORS, Denison, Texas.

Magnolia Grandiflora, 3-5 in., \$2.50 per 100; 5-10 in., \$5 per 100.

Cherry Laurel, 6-12 in., \$2 per 100; 12-18 in., \$3 per 100.

American Holly, 6-12 in., \$3 per 100.

Boxwood, 3-5 in., \$2 per 100; 5-8 in., \$5 per 100; 8-12 in., \$10 per 100.

Cape Jasmine, 6-12 in., \$2.50 per 100.

Nandinas, 3-5 in., \$2 per 100.

L. H. BUTTER NURSERY, Forest Hill, La.

500 Pineapple Guava or Feijoa, 10-12 in., for sale cheap, or exchange for good Conifers. These are very heavy and grown outdoors.

EVERGREEN NURSERY

1707 Pleasanton Rd. San Antonio, Texas

MAGNOLIA GRANDIFLORA

500 Plants, 5-6 feet.

TAYLOR'S NURSERY, Lecompte, La.

PANSIES

Ball's Swiss Giants: strong healthy plants that are sure to please, \$5 per 1000.

BLACKWELL NURSERIES, Semmes, Ala.

Giller's Super Giant Pansies: late fall sown. Strong, hardy cold-frame grown plants. \$4.50 per 1000; \$21 for 5000 prepaid. November transplanted, cold-grown, stocky with heavy root system, \$1.60 per 100, postpaid; \$12.50 per 1000, express collect. Large, continuous supply. Prompt shipment, weather permitting digging. Lockwood Greenhouses, Lockwood, Mo.

PANSIES

HARROLD'S PEDIGREED GIANT PANSY PLANTS

Sept. planting, row-run, \$5.50 per 1000; choice selected plants, \$7 per 1000; transplanted, showing buds, \$12.50 per 1000.

HARRIS GARDENS, Muskogee, Okla.

PANSY BASKETS

PANSY BASKETS

No. 1—Size 7 1/2 x 4 1/2 x 2 1/2, 100 \$1.60
No. 2—Size 9 x 5 x 3 1/2, 100 1.75
No. 3—Size 10 x 6 x 4, 100 1.95
Also Plant Bands. Write for circular.

ARLIE WOODARD, Dongola, Illinois

PEAT MOSS

Imported Swedish Peat Moss (while it lasts), \$5.50 per bale, f.o.b. Harvest Seed Co., 2816 W. 7th St., Fort Worth, Texas.

PERIWINKLES

PERIWINKLES

Assorted, pinched and starting to branch, \$2.50 per 100, \$25 per 1000.

RAY LANGSFORD, Lees Summit, Mo.

PHILODENDRON

Philodendron Cordatum: strong, bushy, well-colored, 2 1/4 in., \$8 per 100; 3 in., \$12 per 100; 4 in., 25¢ each; leaves, 6-12 in. long. Louis Hahn & Son, New Orleans Branch, 2048 Gentilly Ave., New Orleans, La.

PHLOX

If interested in Phlox, see Southern Florist of January 8, or write for list.

HENRY LEPOIRE, R. 2, Zeeland, Mich.

La. Blue Perennial Phlox, \$20 per 1000.

THE PINES NURSERY, New Roads, La.

Phlox Subulata or Thrift, Rosea. Fine border plant, very showy, hardy. Strong 2 1/4 in., \$5 per 100.

C. E. MAJORS, Denison, Texas.

Thrift Rosea, Phlox Sub., nice divisions, \$1 per 100, prepaid.

MRS. W. T. HARDIN, Stafford, Ala.

PRIMROSES

Primroses: nice heavy stock, best varieties. 4 in., 25¢; 5 in., 40¢; 6 in., 65¢. W. B. Green, Florist, 1615 5th Ave., phone 4-4266, Fort Worth, Texas.

RANUNCULUS

RANUNCULUS

Finest Strain of Claremont Giants
Top Size \$2.75 per 100
First Size 1.75 per 100
Second Size 1.30 per 100
Third Size 1.00 per 100

WALTER J. GUILLE, Inc.

Flower Bulb Specialists, Hicksville, N. Y.

ROSES

ROSES, 2-YEAR, FIELD-GROWN

(Multiflora Japonica Root-stock)

Good quality stock will soon be gone. Order now, while we still have a good supply. Good Roses always sell. Satisfaction guaranteed. Prices are on strictly well graded stock. No. 1, 10¢; No. 1 1/2, 8¢; No. 2, 5¢. Add 2¢ each on less than 10 of a kind. No. 3 Liner Grade, \$3 per 100.

| | |
|---------------------|----------------------|
| Ami Quinard | Irish Elegance |
| Betty Upchurch | Isobel |
| Briarcliff | K. A. Victoria |
| Caledonia | Lady Hillingdon |
| Chas. K. Douglas | Lord Charlemont |
| Crusader | Luxembourg |
| Dainty Bess | Milady |
| Edith Nelle Perkins | National Emblem |
| Editor McFarland | Pres. Hoover |
| E. G. Hill | Red and Pk. Radiance |
| Etoile de Holland | Salmon Radiance |
| Francis Scott Key | Roslyn |
| Golden Dawn | Senior |
| Golden Emblem | Syracuse |
| Grenoble | Sœur Therese |
| Hadley | Talisman |

Few best varieties of Climbers and Polyanthas. Order direct or write for complete list.

VERMAY NURSERY CO.

Dept. S, Tyler, Texas

ROSES

ROSES

No. 1 grade, 8¢ each; No. 1½ grade, 6¢ each;
No. 2 grade, 4¢ each; No. 3 grade, 2½¢ each.
Ami Quinard, Golden Ophelia, E. G. Hill,
Ilchester, F. S. Key, E. N. Perkins, Roslyn,
Betty Uprichard, Autumn, Etoile de Hol-
land, Dainty Bess, Pink Radiance, Red Ra-
diance.

Climbing Roses: Paul Scarlet, Etoile de Hol-
land, Red Radiance, Pink Radiance, Talis-
man, Hoover, Ilchester, K. A. Victoria, Col-
umbia, Luxembourg, Meteor, Scott Key,
Dupont, Marechal Niel, Cecil Brunner.

The above roses in all grades. The following
in No. 2 and No. 3 grades only: Caledonia,
P. S. Dupont, Priscilla, Dame Edith Helen,
K. A. V. Pink Briarcliff, Red Talisman,
Talisman, Yellow Talisman, Luxembourg,
Julian Potin, E. P. Thom, President Hoover.

BURNS NURSERY and FLOWER GARDEN
Myrtle Springs, Texas

WHOLESALE PRICES ON ROSE BUSHES

| | each | per 100 | per 1000 |
|-------------------|------|---------|----------|
| Best No. 1 grade | 10¢ | \$9.00 | \$75.00 |
| Best No. 1½ grade | 8¢ | 7.00 | 60.00 |
| Best No. 2 grade | 6¢ | 5.00 | 40.00 |

Each order will be packed carefully and shipped promptly. All leading standard varieties.

MT. CARMEL ROSE NURSERY

R. 1, Tyler, Texas

SALVIA

Salvia Bonfire: R. C., \$1.50 per 100, cash.
F. H. PARKER, Fort Scott, Kansas.

SALVIA SPLENDENS. TRANSPLANTED PLANTS

\$1.50 per 100; \$12.50 per 1000.

HARRIS GARDENS, Muskogee, Okla.

SANSEVIERIAS

Sansevieria Hahnii New Dwarf Variety
¾ in., 3-4 in. high, bushy.....\$15 per 100
3 in., 4-5 in. high, bushy.....30 per 100
4 in., 5-6 in. high, bushy.....50¢ each
Bare-root suckers, \$8 and \$12 per 100.
Louis Hahn & Son, New Orleans Branch, 2048
Gentilly Ave., New Orleans, La.

SNAPDRAGONS

Snapdragons: rust-resistant. Pink, White,
Yellow, Red or mixed, \$1.25 per 100. From
sterilized soil flats.
W. G. ESCOTT, Fort Smith, Ark.

STOCKS

TRANSPLANTED GIANTS CAL. STOCKS
Red, lavender, rose, white, purple, \$1.50 per
100; \$12.50 per 1000.
HARRIS GARDENS, Muskogee, Okla.

SWEET WILLIAMS

Sweet Williams: mixed colors from seed beds,
60¢ per 100; \$5 per 1000.
ERWIN'S NURSERY, Denton, Texas.

Sweet Williams: we have a grand lot of this
old-time favorite in strong, field-grown bushy
stock. Every plant selected. Crimson, Scarlet,
White, double mixed, single mixed, \$1.25 per
per 100. Not less than 50 of a kind. Mini-
mum order, \$1.
RIEGEL PLANT CO., Experiment, Ga.

TERRARIUM PLANTS

Beautiful red Terrarium berries on young
rooted plants; plenty evergreen Terrarium
vines; dainty Terrarium Moss, 100 assorted
plants, \$1.75. Cash. Postpaid.
W. J. CASSIDY, Arlington, Fla.

TRITOMA

TRITOMA PFITZERI DIVISIONS
\$3.75 per 100; \$30 per 1000. 250 at 1000 rate.
MASSAPEQUA FLOWER GARDENS
Massapequa, L. I., N. Y.

TUBEROSES

Real No. 1 Tuberoses Bulbs
\$10 per 1000.

LOCKE NURSERY CO.

311 E. Josephine St. San Antonio, Texas

Sold tags with name and address blank to
mark your plants. Size 2x3½ tuff tag, punched
and slitted. 500, \$1.50; 1000, \$2.25, postpaid,
cash with order. Southern Florist and Nur-
seryman, Fort Worth, Texas.

MICHELL'S ALDDOUBLE PETUNIAS

BRILLIANCY. New. The color of this new Alldouble Petunia is a deep rich car-
mine-rose. ½ trade pkt. (500 seeds), \$1.50; trade pkt. (1000 seeds), \$2.75.

BLUE BROCADE. New and rich color in Giant Fringed type. The color is a true
violet-blue. Compact, stocky grower.

APPLEBLOSSOM. All-America Selections. A beautiful appleblossom-pink. Plants
dwarf, 12 to 15 inches high, covered with large, double, fringed flowers.

ORCHID BEAUTY. All-America Novelty. Growth is dwarf and compact and flow-
ers large and fully double. The color is a beautiful shade of orchid.

AMARANTH-RED. Bright amaranth-red.

CARMINE QUEEN (World Beauty). Dwarf type. Beautiful rosy-carmine flowers
which are very double. Other characteristics same as Victorious.

LOVELINESS. Extra-dwarf. Identical in habit to the popular Carmine Queen, with
the exception of the color, which is a clear La-France-pink.

PURPLE.

WHITE QUEEN. Pure white, very double.

MICHELL'S FORMULA VICTORIOUS, MIXED. Special mixture made up of
named varieties.

Prices on the above Alldouble Varieties, except where noted: ½ trade pkt. (500 seeds),
\$1.25; trade pkt. (1000 seeds), \$2.50.

DWARF VICTORIOUS, MIXED. A choice strain. ½ trade pkt. (500 seeds), \$1.25;
trade pkt. (1000 seeds), \$2.50; 1/64 oz., \$12.00.

OUR 1943 CATALOGUE OF COMPLETE LIST WILL BE MAILED THIS MONTH

MICHELL'S SEED HOUSE

518 Market Street

PHILADELPHIA, PA.

VERBENAS

Verbenas: Cerise and Pink Beauty of Oxford.
Also Red, Crimson, Purple, Blue and White.
Strong rooted cuttings, \$2 per 100; \$18 per 1000.
WOERZ BROS., Ardmore, Okla.

VERBENAS

CLEAN, STRONG, ROOTED CUTTINGS
Beauty of Oxford, Cerise, Rose and Scarlet;
Mayflower (pink), Purple, White, Blue. Schlos-
ser's Pride (dark red), and Imp. Beauty of
Oxford. \$1.50 per 100; \$15 per 1000.
BILES GREENHOUSE
2905 N. W. 21st St. Oklahoma City, Okla.

MISCELLANEOUS HELP WANTED

Wanted: good designer, grower or both. Fur-
nished residence available.
Abilene Greenhouses, Abilene, Texas.

AN INTERNATIONAL TRIBUTE

There has been received by Dr.
J. Horace McFarland, capping the
climax of his career as editor of
the American Rose Annual, the an-
nouncement of the National Rose
Society of Great Britain that he
'has been awarded the 'Dean Hole
Rose Medal' for great services in
the interest of the rose."

This award was instituted in 1905
in honor of a "giant pioneer among
rosarians of the last century." Dean
(then Canon) Hole, in 1858, had or-
ganized the First National Rose
Show in the British Isles. Several
such shows led to the organization
(1877) of the National Rose Society
of which he became the first and
was for 28 years the only president.

Dean Hole was a keen sportsman
and a popular preacher. Among
rose folks, he is best known for his
"Book About Roses." Every rose
devotee will relish its quaint jokes
and anecdotes as well as its de-
lightful style. For example, "He
who would have beautiful roses in
his garden must have beautiful roses
in his heart."

In 39 years, this is the third such
award to go outside Great Britain.
What a fitting tribute it is from a
sister nation to an American, a pio-

No More Spraying!

For Red Spiders and Thrips

SUCCESSFUL GROWERS

FUMIGATE

With

LIQUID

FULEX

The Secret of Quality for
Northern Carnations

Get Your Free Literature—Today!

FULLER SYSTEM, Inc.
WOBURN, MASS.

McHutchison & Co.

95 Chambers Street

NEW YORK

SERVING THE SOUTH SINCE 1902

neer of heroic stature among rosa-
rians of this century.—"Success with
Roses," West Grove, Pa.

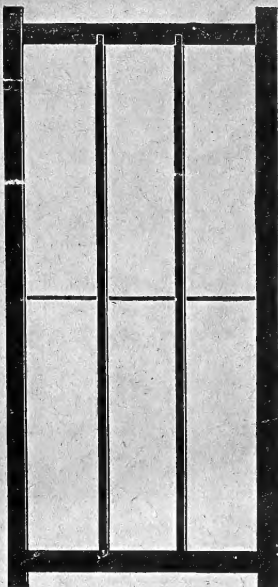
—V—

FLORIDA SOIL SPECIALISTS

Will Study Everglades Problems

GAINESVILLE, Fla.—The conser-
vation and efficient utilization of
soil and water resources of Flori-
da's vast Everglades will be the ma-
jor topic of discussion and consider-
ation at the forthcoming meeting of
the Soil Science Society of Florida
at Belle Glade March 16 and 17,
Dr. R. V. Allison, secretary of the
organization and program chairman,
announces.

Shrinkage and subsidence result-
ing from drainage and cultivation
and natural oxidation of the fertile
soil of the glades will receive spe-
cial attention in papers by B. S.
Clayton, soil conservation service
engineer.



Hotbed Sash That Lasts

Made of Tidewater Gulf Cypress

Grow More With Hotbed Sash

They contain no vital materials needed for the war effort. You can get all you can use to increase your production and profits. Prompt delivery.

Prices Any Quantity—with Horns

Size 3 ft. by 6 ft. by 1 3/8 in. thick

| | |
|--|--------|
| Unpainted and Unglazed | \$1.85 |
| Painted one coat, brushed, not dipped, unglazed | 2.05 |
| Painted 2 coats, glazed double thick glass | 4.10 |
| Crating charge on glazed sash for freight, per crate of 6 sash | .60 |

L & B Putty

| | |
|------------------|--------|
| 25 Pounds | \$1.80 |
| 50 Pounds | 3.30 |
| 100 Pounds | 6.05 |

L & B White Paint

| | | | |
|-------------|--------|-------------|---------|
| 1 gal. | \$3.50 | 5 gal. | \$16.50 |
|-------------|--------|-------------|---------|

Materials Needed for Glazing Sash

1 box 10x14-in. glass will glaze 3 sash. 1 lb. putty to each sash.

1 gallon paint will paint 20 sash one coat.

1 lb. glazing brads is enough for 19 sash.

Prices are for cash with order F.O.B. Des Plaines, Ill. A special quantity discount allowed on all orders amounting to \$100.00 or over.

Lord & Burnham Co.

DES PLAINES, ILL.

For Four Generations Builders of Greenhouses

LOOK!

LOOK!



Florists' Envelopes

(Postage Prepaid)

| | Per 1000 | Per 5000 |
|--|----------|----------|
| Glassine | \$5.25 | \$20.35 |
| White Tag, punched (NO METAL EYELET) | 4.00 | 16.00 |
| White Tag, No Eyelet | 3.50 | 14.85 |
| SF Window Tag, Eyelet | 7.25 | 32.50 |
| SF Window Tag, No Eyelet | 6.05 | 26.50 |
| Waterproof Plant Labels | .90 | 3.50 |

We Print Anything. Let Us Quote You
POSTAGE PREPAID

(Check with Order Is Appreciated)

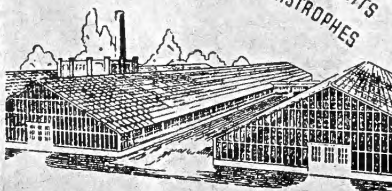
Southern Florist and Nurseryman
Printing Dept.
FORT WORTH, TEXAS

PROTECTION

FOR GREENHOUSE PROPERTIES

Mutual Insurance for Hail, Windstorm, Tornado, Cyclone

100,000,000 SQUARE FEET OF GLASS INSURED
\$250,000.00 SAFETY FUND INVESTMENTS
AMPLE RE-INSURANCE FOR CATASTROPHES



Send Ad for Information

*Florists' Hail Association
of America*

EDWARDSVILLE, ILLINOIS

City..... State

Name

Address

Commercial Fertilizers

(Third Edition)

By Gilbeart H. Collings

Fresh off the press, this book treats of all the standard commercial fertilizers, their sources, properties, and use in growing

480 Pages, Well Illustrated

Price \$4.50

ORDER FROM

Southern Florist and
Nurseryman

Box 765
Fort Worth, Texas

Are You A Specially Favored Retail Florist?

DO YOU SERVE?

An Army Camp
An Air Field
A Naval Base

Shipbuilding Yards
An Airplane Factory
Any War Activity

Tell the trade about your service. Make it easy for them to send their orders to you. An inexpensive card in our Directory section will pay big dividends.

One-Inch Card, 90¢ per Week

1/2-Inch Card, 50¢ per Week

SOUTHERN FLORIST, Fort Worth, Texas